

The old dream of 4 wheels

hundred years of car

I dreamt my dream a long time ago, but I still remember it very well: a man, I will call Old Man, guides me through the rooms of a peculiar museum, the Automobile museum.

Walking from a room to another, I learn about inventions, events and people strictly linked with the history of Automobile.

The Automobile often protagonist of historical events during the 20th century.

At the end of my dream, I visit car race rooms and the identity of my guide is revealed.

author's note: For the dialogues I used two different fonts

Plan of Exhibit (total sheets 84)

Introduction

1.0 Discoveries & inventions

- 1.1 Fire & writing
- 1.2 The wheel

2.0 What goes before

- 2.1 The dream
- 2.2 The coach
- 2.3 Industrial revolution

3.0 Pioneers

- 3.1 Getting started
- 3.2 It's moving

4.0 The automotive industry

- 4.1 The first industries
- 4.2 The evolution
- 4.3 Motor show
- 4.4 Body and engine

5.0 About the car

- 5.1 Rubber wheels
- 5.2 New technologies
- 5.3 Oil

6.0 After the great war

- 6.1 More and more beautiful
- 6.2 Safety
- 6.3 Speed and elegance

7.0 The thirties

- 7.1 Roaring years
- 7.2 First superminies

8.0 The post-war period

- 8.1 The recovery
- 8.2 The modern car
- 8.3 New realities

9.0 The great races

- 9.1 Competition
- 9.2 Endurance
- 9.3 Rally
- 9.4 Formula One

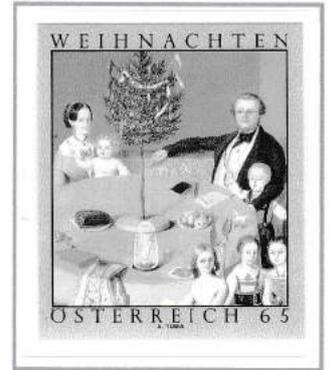


BACK OF POSTAL CARD
Cancellation International
Motor Show
Berlin, February 10 1906

Germany (1906) - Private Postal Card with 5 pfennig
Issued for International Motor Show



USSR (1966) - Postal Card with 3 kopecks

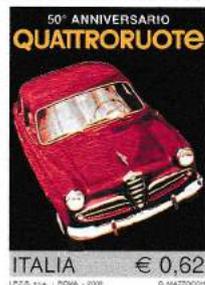


Colour essay



Final issue

Time flew quickly that year, it seemed that only few days had passed from *Christmas Holidays*. As our school-leaving examination time was coming, *teachers* were comprehensive and helped us but as *students*, we were in state of agitation, and to relax, before sleeping, I read my best-liked *magazine*.



ТРУДЯЩИЕСЯ ТЯГУТСЯ К ЗНАНИЮ, ОНО НЕСЕТ ИМ ПУТЬ К ПОБЕДЕ!
ЛЕНИН

ПОЧТОВАЯ КАРТКА
CARTE POSTALE

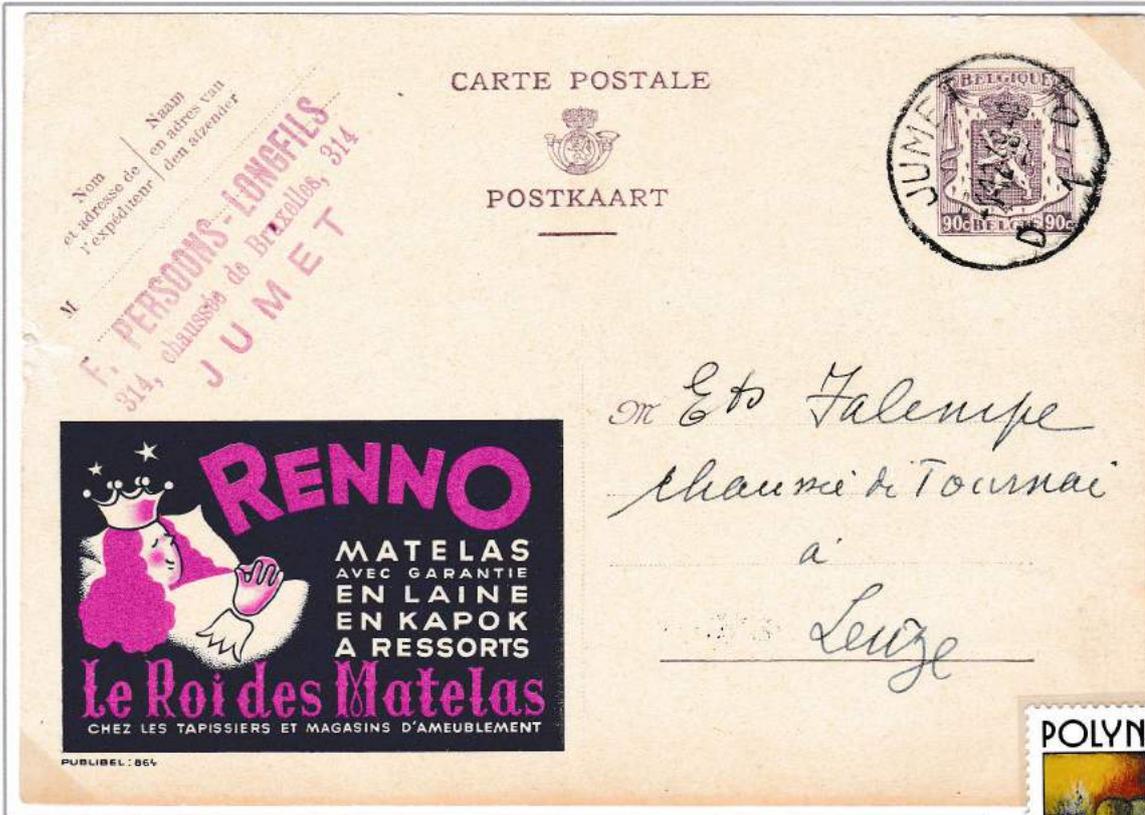
Куда: г. Саратов
Заветинна ул. им. Волынского
в Ульминской д. №148, кв. 5.

Кому: Дроздова?
Антонине Ананьевне

УЧИТЬСЯ ЗАОЧНО!
В ОБЩЕОБРАЗОВАТЕЛЬНЫХ ШКОЛАХ I И II СТУПЕНИ И КУРСАХ ИНОСТРАННЫХ ЯЗЫКОВ - ПРОСПЕКТЫ ВЫСЫЛА БЕСПЛАТНО
МОСКВА, МЯСНИЦКАЯ, БОБРОВ ПЕР. 4
Б.З.О. ПРИ ГЛАВПОЛИТПРОСВЕТЕ.

Издание НКП и Т. Мособлит № 4507.
Тир 1.000.000 экз. Москва, 1939. ГОЗНАК.

INTRODUCTION

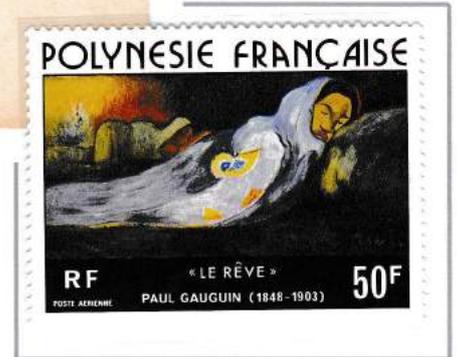


That night, after reading *few pages*, I fell asleep and my dream began.

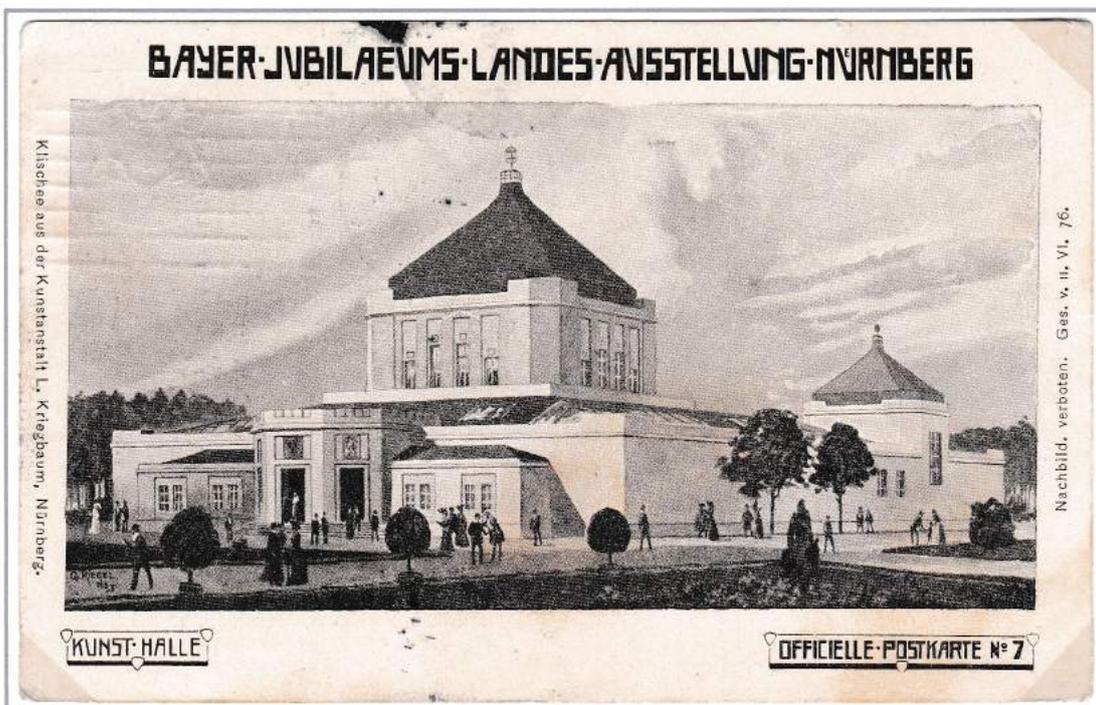


Sardinia 1862 Newspaper stamp

I catch a bus and later I'm standing before a building. It looks like *an old museum built at the end of 1800*. A man looking about *seventy years old*, is walking quickly towards me.



P. Gauguin "THE DREAM"



He wears *dark glasses* which make him a self-confident man and invites me to go with him into the museum . . .



Bayern (1906) - Postal Card with 5 pfennig sent from Nurberg to Wiesbaden



France (1957) - Military free-frank
Postal Card (War of Algeria)

<<We can talk about Car from 1870,
but a lot of inventions and studies
were necessary to construct this
toy.

Come with me and have a look to
the story which brought us up to
now.>>



Alain Delon

The hall of the museum is so wide and right in
the middle is parked a wonderful car.
Moving toward, the Old Man tells me:

<<Beautiful Car, isn't it?>>

<<Ah! **Traction Avant** by **Citroen**, the car in
Borsalino movie played by **Alain Delon.**>>

<<Yes, but this Car is the result of years and years of
studies and inventions.>>

France - Telegram model N^o. 698 in use from June 1924
on. With advertisement Citroen

Taxe principale.....			
Taxes accessoires			
Total.....			
Nature du véhicule.	NUMERO.	NOMBRE de mots.	H DE

Préparez votre lettre et votre mandat. Les indications ne sont taxées et transmises que sur la demande expresse de l'expéditeur.

Mo. n^o 698. — 30. (Juin 1921. — Jans. 698.)

LES VOITURES
105

Adresse : *Campagne Ballan*

Texte : *Cours Bigareaux 100 m*
prois. 80 80 patate
hantol 200 Galica

Nom et adresse de l'expéditeur :
(Ces indications ne sont taxées et transmises que sur la demande expresse de l'exp.)

CITROËN

ANDRÉ CITROËN, Ingénieur - Constructeur, 143, Quai de Javel - PARIS

<<Do you know which discovery changed human life?>>

<<I think that fire and writing are fundamental.>>

<<Of course, man saw it for the first time when trees were fired by a lightning or the explosion of a volcano.>>



<<Right! With the mechanical printing press (Mainz in the early 1450s) attributed to the goldsmith Johannes Gutenberg, multiple copies of literary and technical texts circulated spreading discoveries and inventions.>>



Mainz (Germany 1919)
Private mail

June 26, 1900 - Postal Card
with 5 pfennig sent from
Mainz to Stuttgart

1.0 DISCOVERIES AND INVENTIONS

1.2 The wheel



USSR (1956) - Postal Card with 40 kopecks

Walking arm in arm, he says:
 <<Do you think wheel is one of the fundamental discoveries? Have a look here: previously, *sledges were pulled by men and only later by animals*. Wheels were discovered by Central Asian civilizations around the year 3500 b.C. In the Old World, it arrived 2700 years b.C., Conquerors spread it in the rest of the World .>>



<<Then>> I say << in the Austral Continent, the last one discovered first by Dutchman **Abel Tasman** and then by the Englishman **James Cook**, the local populations were the last to know the use of wheel.>>



OVER:
 Switzerland (1914)
 International Reply
 Coupon of 28 cents
 Type IV



Sir James Cook



RIGHT:
 Dutch India - May 9, 1931
 Cover from Solo to Sydney
 by Soerabaja
 Single rate by Air Mail



To show him my knowledge I say: <<**Egyptians constructed their monumental buildings** using trunks of tree to slide down huge blocks.>>

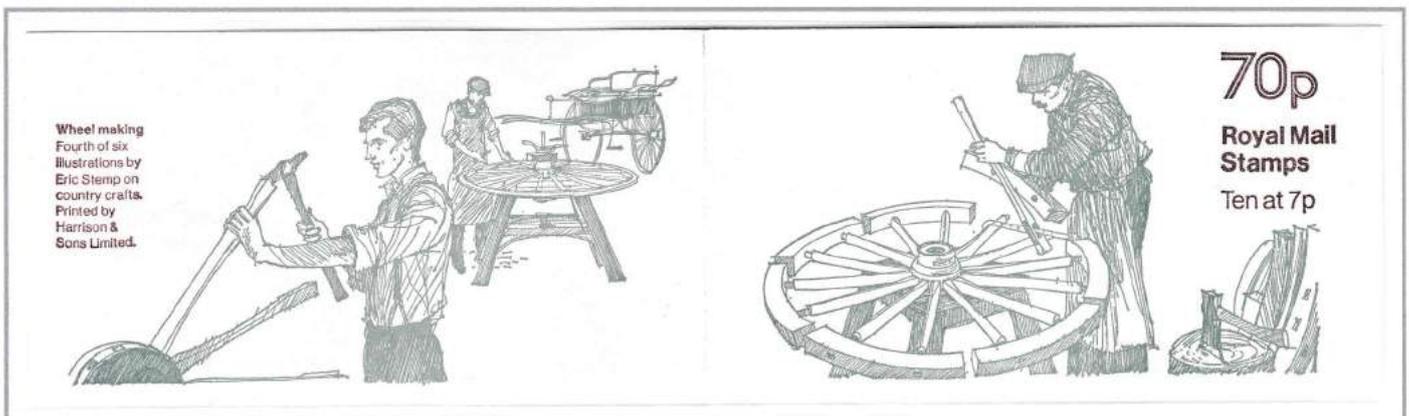
Germany March 24, 1929
Cover from Friedrichshafen to Braunschweig single rate carried with Graf Zeppelin LZ 127



Italy (1945) SABE Private Service – Black Printing Proof, 10 Lire

<<Very well, but at first **wheels were disks** cut from trunks. Later there were some holes to make them lighter and at the end they became **spoked wheels**.>>

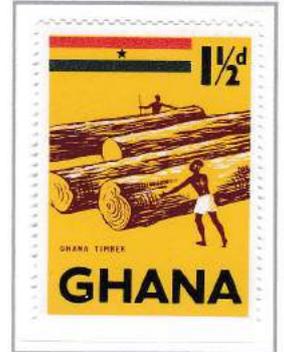
In August of 1945, SABE (Barbera Editor Corporation), was authorized by Italian Postal Authorities for the transport of mail between Firenze and Region of Venezia Giulia, and vice versa.



Great Britain (1978) - Booklet Country Crafts series

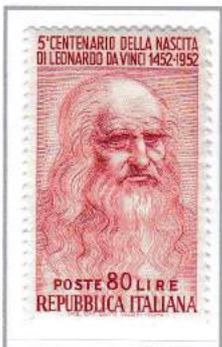
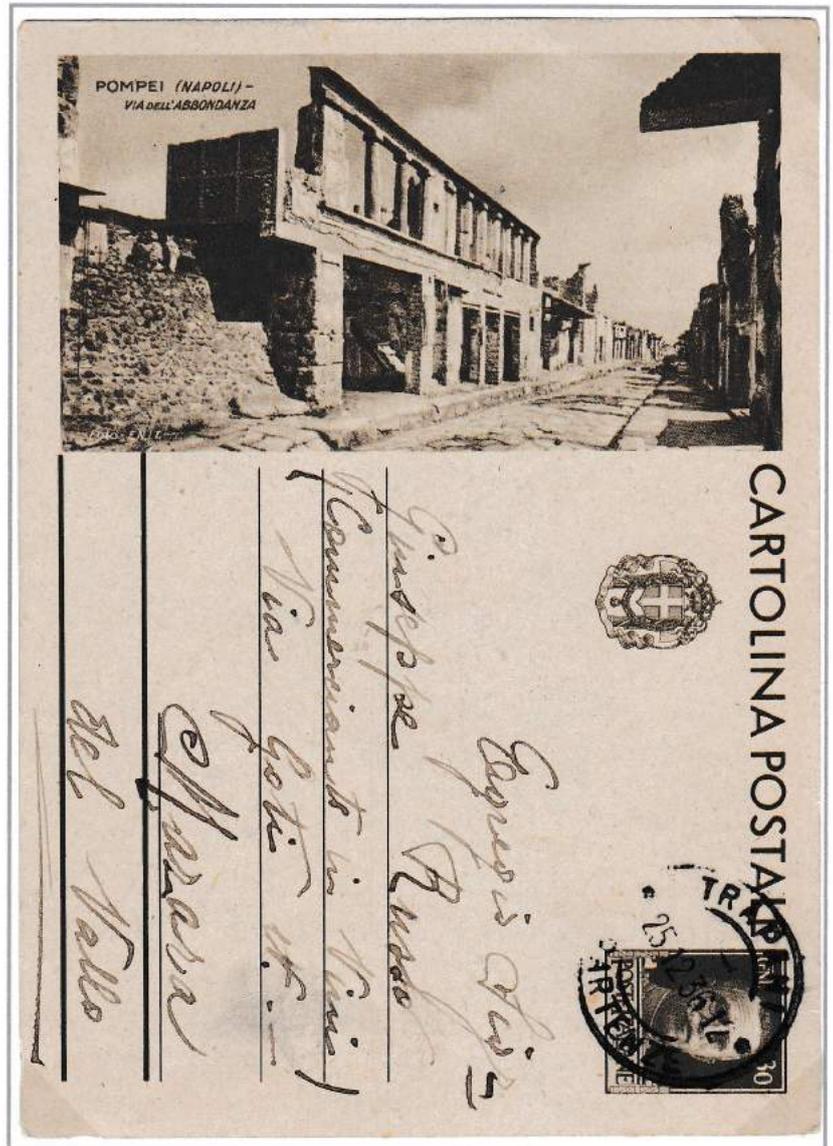


Smiling, the Old Man says: << *Egyptians* knew nothing about friction rules but they applied them making huge *blocks sliding down on trunks of tree* .>>



Italy - December, 1933 - "Turistica" series

<<Yes>> I say << Also **Roman roads** were specially prepared with big basalt polygonal stones firmly fixed to each other. The interspaces were filled with sand and this way cart wheels could better run.>>



Leonardo da Vinci



Isaac Newton



Eulero



Coulomb

Then the Old Man explained: <<As you know, *Leonardo da Vinci* studied as fist the friction whose laws were fixed in 1600 by *Isaac Newton*. *Eulero* studied analytically this phenomenon and *Coulomb* defined friction coefficient.>>

2.0 WHAT GOES BEFORE

2.1 The dream

<<Therewith, man began thinking how to construct an automotive vehicle.>>

<<But, who studied it first?>> I ask.

<<A replica of the *self-propelled cart* is kept at the museum inside the *Amboise Castle* where *Leonardo da Vinci* lived and died. Drawings of 1478, found in *Codex Atlanticus*, show the project of a self-propelled cart powered by coiled springs.>>



Amboise, November 18, 1867 . Cover from Amboise to Graulhet by Bordeaux - Toulouse. Numeral obliteration in force from 1852 to March 1876



Amboise's Castle Colour essay



Huygens



Kingdom of Italy, August 9, 1932 - Over franked registered / airmail cover addressed to Italian Colonies. On reverse: ambulant cancellation Roma-Firenze-Milano plus arrival postmark; Firenze, August 11, 1932

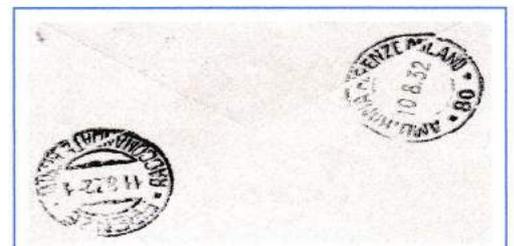


Papin Colour essay



Original stamp

<<Leonardo da Vinci described a fire engine based on a piston moved by steam. These studies were deepened later by *Huygens* and by *Papin* at the end of 1700.>>



Back of cover

2.0 WHAT GOES BEFORE

2.1 The dream

To demonstrate I studied, I say; <<After the Decline of the Roman Empire, barbaric raids obliged local populations to take refuge on hills.>>



Sweden (1990) - Booklet



Hungary September 3, 1896
Postal Card with 2 filler sent
from Budapest to Bamberg

<<Of course, carts could not reach these new hill settlements then was again used the single mount.>>



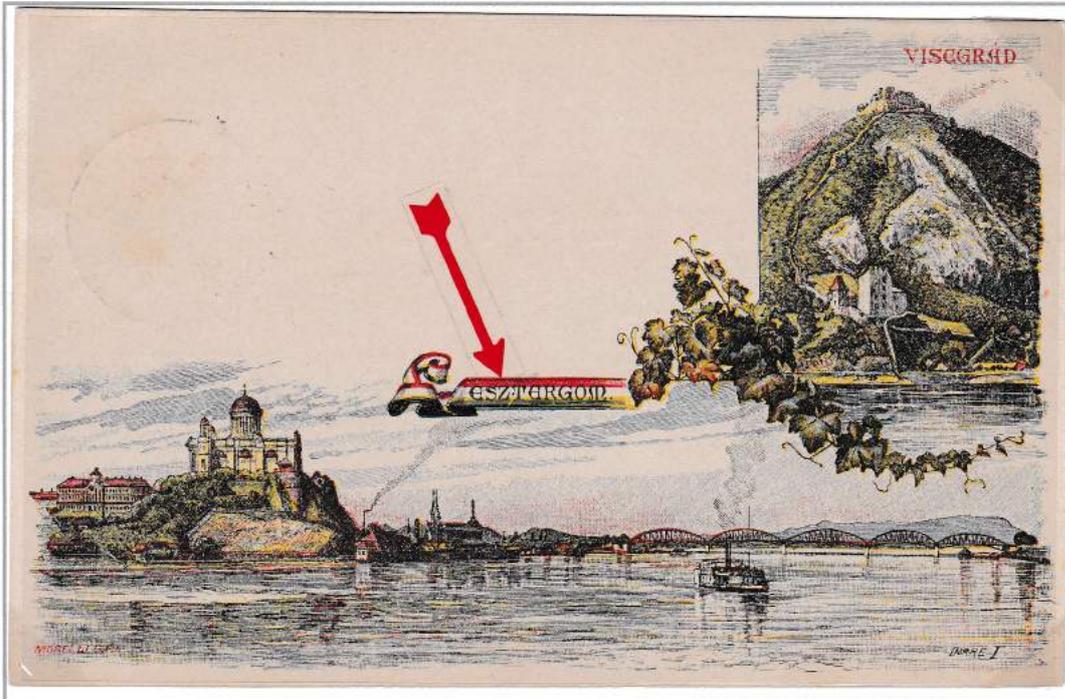
Bayern February 2, 1898
Postal Card with 5 pfennig
sent from Dinkelsbühl to
Munchen



2.0 WHAT GOES BEFORE

2.2 The coach

Then my teacher tells me: <<After the year One Thousand, cities grew up and people needed transportations. At the beginning of '500, the Cardinal Ippolito d'Este, archbishop of *Esztergom* in Hungary, went back home followed by "carettere ongaresche" called *coaches*.



Hungary (1896) - Postal Card with 2 filler



Austrian imperial coach



Portuguese royal coach

The use of coaches diffused all over Europe. In 1660, was created the *Berlin (Carriage)* >>



Two examples of berlin



2.0 WHAT GOES BEFORE

<<Then, until the advent of car, coaches remain the only transport.>> I say.
 <<Yes, and new lighter models will be constructed: *tilbury* and *phaeton*.>>
 <<Also **Ugo Foscolo**, the Italian writer and poet, speaks about the Tilbury coach in one of his letters to Count Federico Confalonieri.>>



Tilbury type



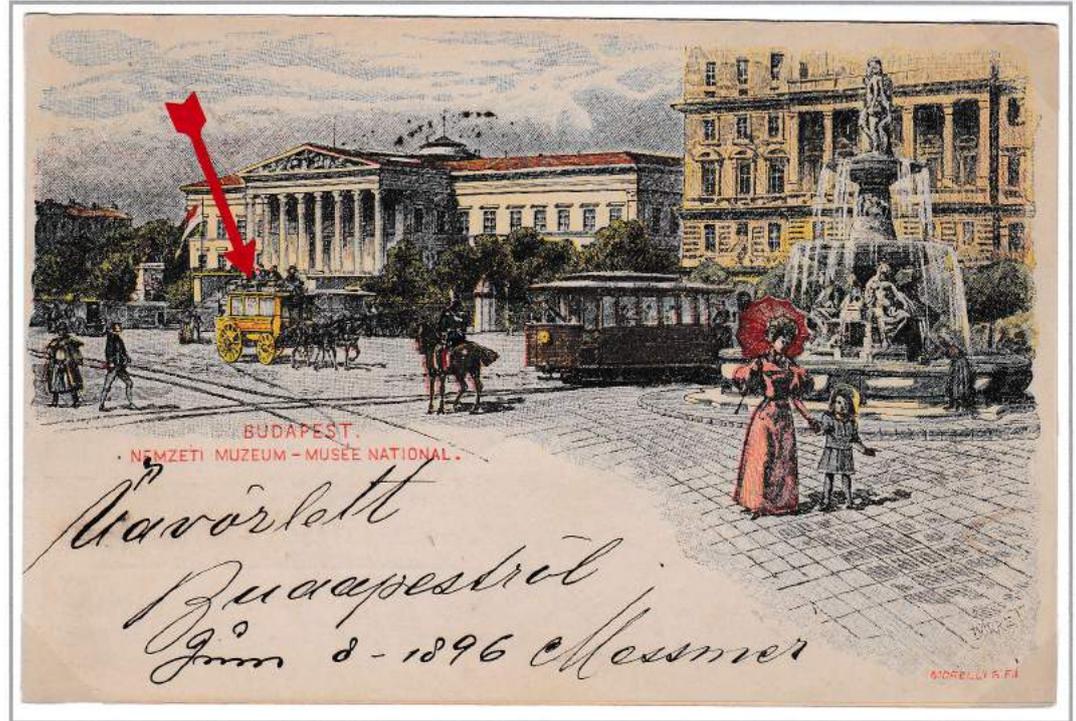
Phaeton type



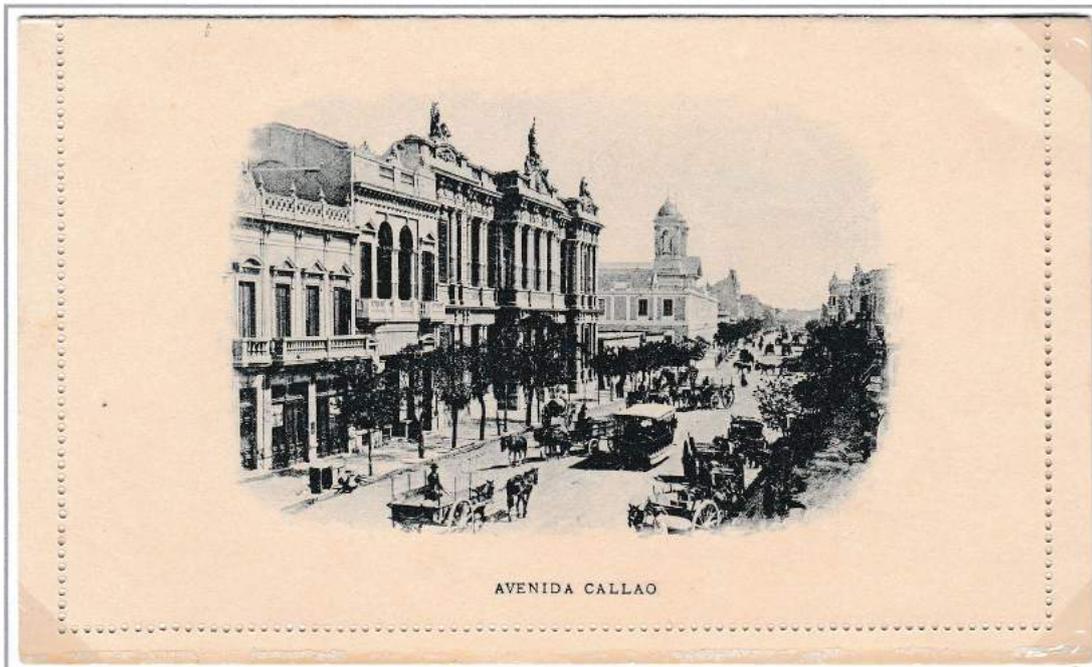
Ugo Foscolo



<<In big towns, began the first public transport service by *omnibus*, precursor of modern *trams*, and for the first time were rent *fiacre* and *barouche*, corresponding to modern cabs.>>



Hungary June 8, 1896 - Postal Card with 2 filler sent from Budapest to Wien



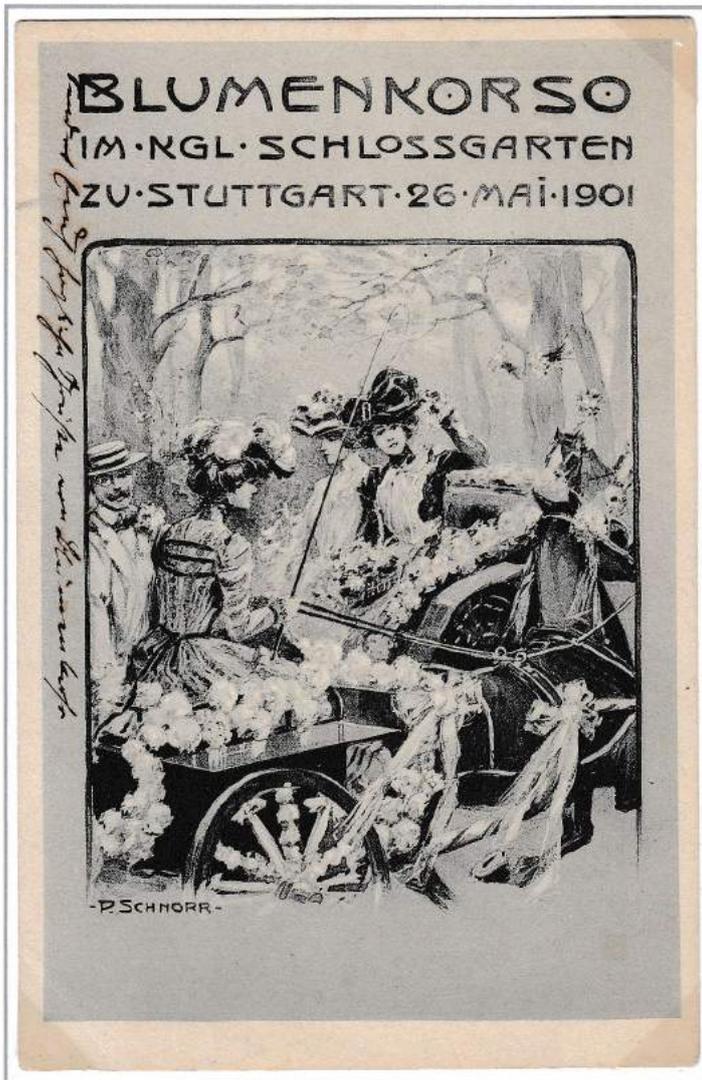
Argentina (1896) - Postal Card with 3 centavos / Specimen



Fiacre type



Barouche type



Kingdom of Wurttemberg (1901)
Postal Card with 5 pfennig

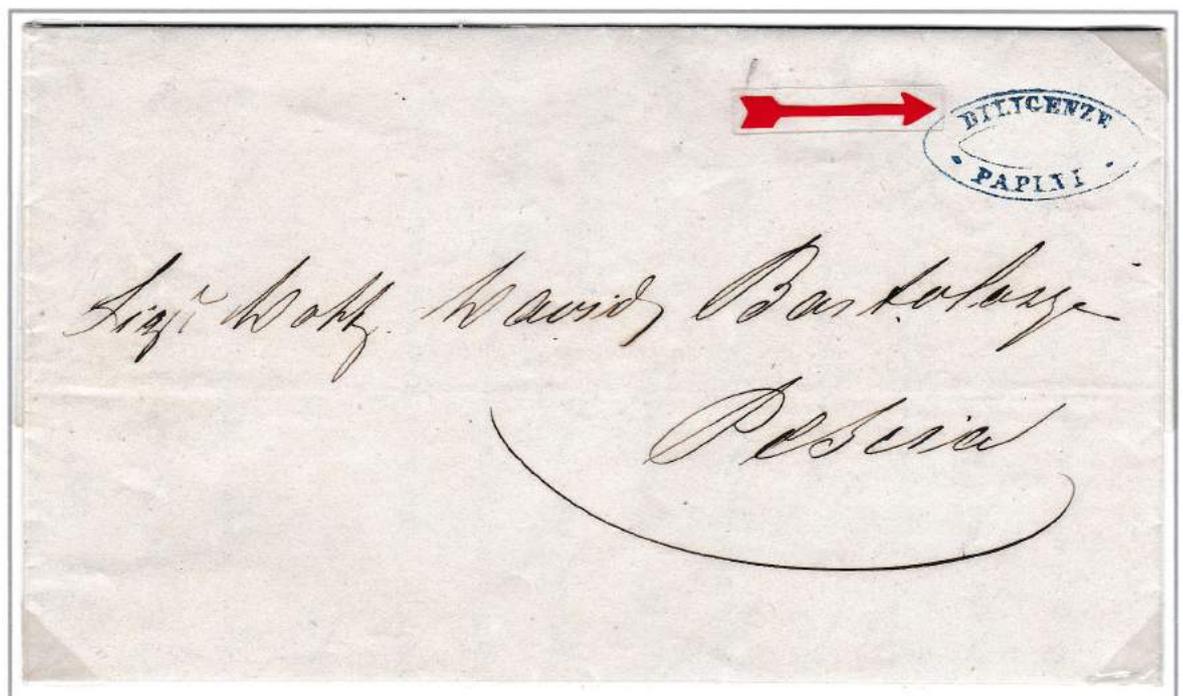


Silently, I observe those wonderful vehicles, then I ask: <<As time went by, coaches became a **status symbol**? Like cars today?>>



Examples of stagecoach

<<Yes! Comfortable and elegant, they developed and became vehicles fit for long travels; Called **stagecoaches**, they transported goods and people.>>

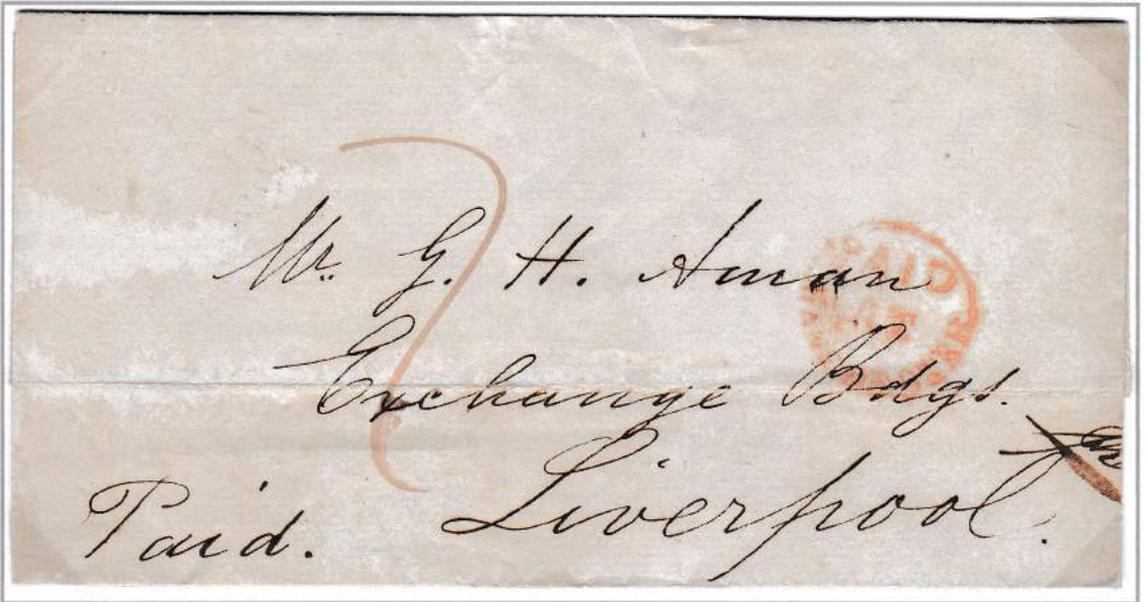


Tuscany, March 8, 1856 - Cover carried by diligence from Florence to Pescia

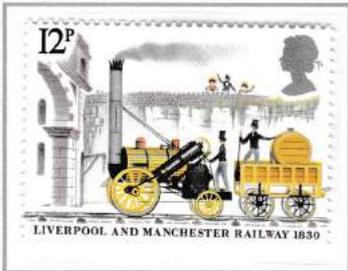
<<With steam engine, railway Technology early developed. In October 1829, was projected and constructed the early steam locomotive *Rocket* built for the Rainhill Trials, a race for the contract of the first railway between *Manchester and Liverpool*. The *Rocket* Locomotive full met the requests of contract. In 1830, the first railway was opened.>>



Rocket locomotive



Great Britain, August 15, 1839 - Folder pre-paid cover from Manchester to Liverpool. Liverpool's arrival postmark inside



150th anniversary line Manchester - Liverpool



OVER: Belgian Congo March 12, 1917 Postal Card with 10 cent sent from Leopoldville to Paris



<<Passengers used *coaches* for short trips and *train* for the long ones.>>



Lustige Fahrt

Prof. P. F. Messerschmitt

Germany (1927) - Postal Card on private order with 5 pfennig

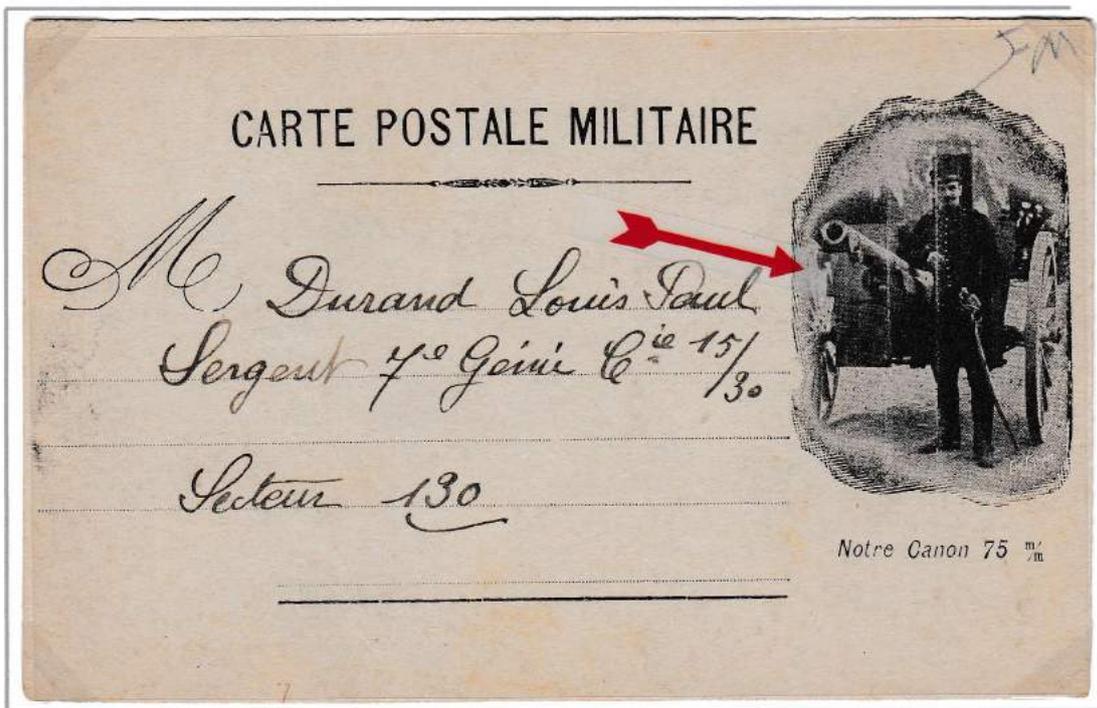
<<Then, the first temptation to make a car has still to come!!>>
 I say.
 <<Not exactly, the first prototype of automotive vehicle is the *Cougnot's fardier à vapeur*, (steam dray) built in 1769 to transport heavy equipment such as *cannon barrels*. The fardier broke while testing.>>



Republic of Mali (1972) - Signed artist proof

<<Will Cougnot try again?>>

<<In 1789, with the *French Revolution*, the French inventor Nicolas-Joseph Cougnot abandoned his projects and went into exile in Brussels, where he lived in poverty. Later, he was invited back to France by *Napoleon Bonaparte* and Nicolas-Joseph Cougnot returned to Paris.>>



France - Mars, 28 1918 Military free franking



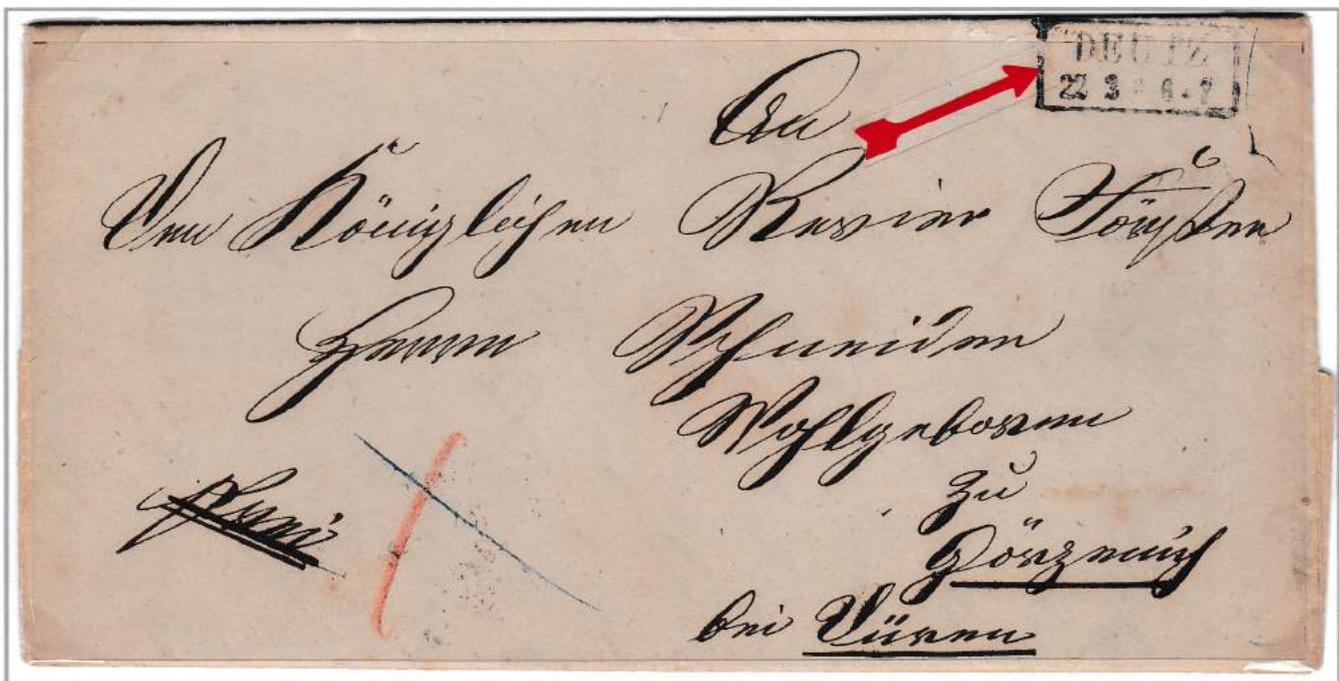
Observing a portrait on the wall, I ask: <<Who's that bearded man?>>
 <<Well... he's *Mr. Nikolaus Otto*, a German engineer, the first person to build a working four-stroke engine (commonly known as the Otto cycle). He created the company *Deutz AG*, the first company constructing internal combustion engines . . . >>



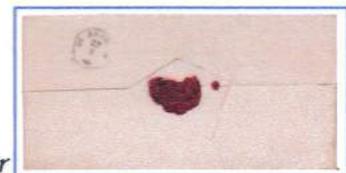
August Otto



<< . . . In 1936 Deutz fused with Magirus>>
 <<But, which is the meaning of "Deutz"?>>
 <<*Deutz*, under Roman Emperor Constantine I in 310 AD called "Castrum Divitia", military camp, was built in on the opposite river bank of Colonia Claudia Ara Agrippinensium and was formally incorporated into Cologne in 1888.>>



Pre-philately
 Prussia, March 22, 1861 – Free-frank cover from Deutz to Vuren



back of cover

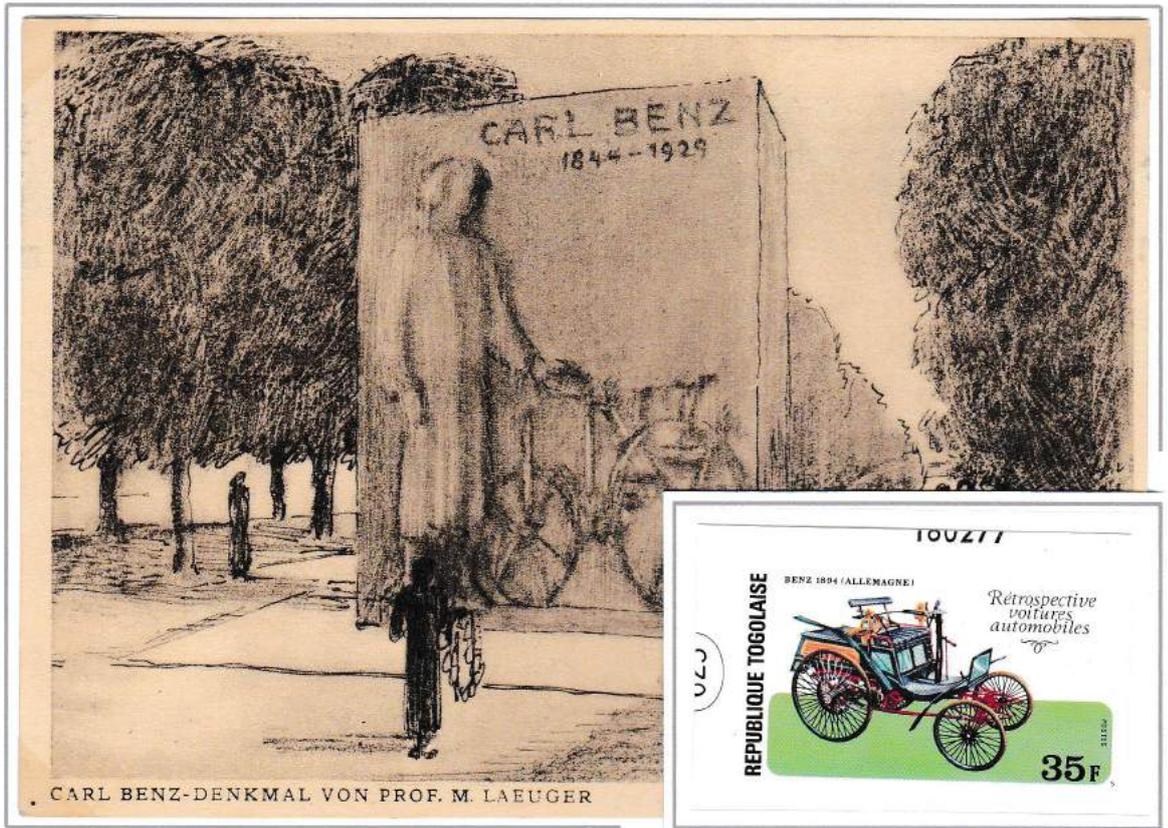
<<Who are these two men?>> I ask.



G. Daimler



C. Benz

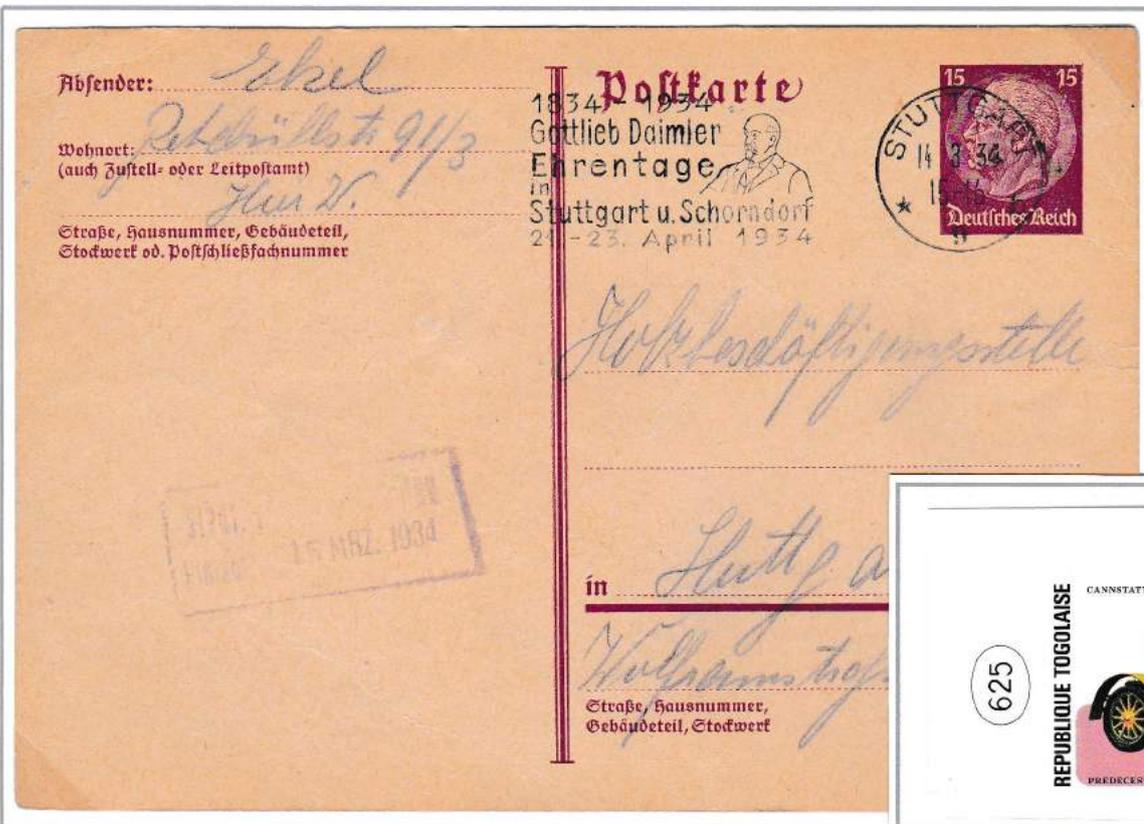


Germany (1933) - Postal Card with 6 pfennig



Imperfector

<<They are Mr. G. W. Daimler (March 27, 1834 – March 6, 1900) and Mr. K.F. Benz (November 25, 1844 – April 4, 1929), both German engineers generally regarded as the inventors of the first car powered by an internal combustion engine using gasoline instead of gas. Daimler showed, in 1886, the first car also called the first *horseless coach*.>>

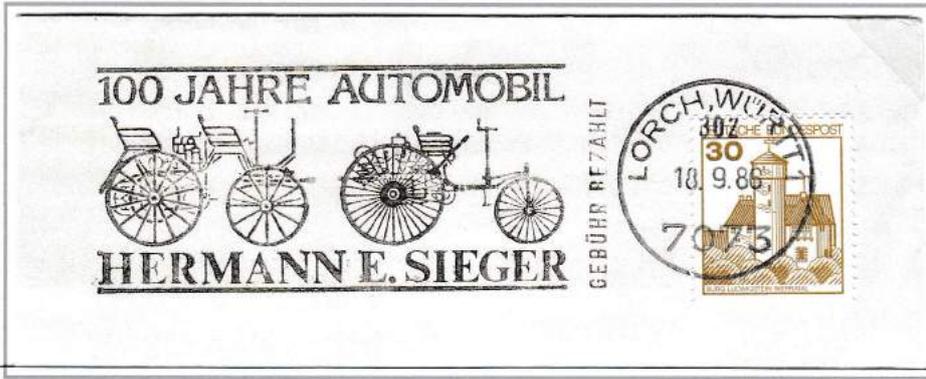


Imperfector



3.0 PIONEERS

3.2 It's moving



Appreciating these old car, I ask: <<Which was their Engine displacement?>>
 <<Both cars have a 1000 cc single-cylinder engine with a big piston at nearly 300 rpm.>>



Sticker missing the right stamp

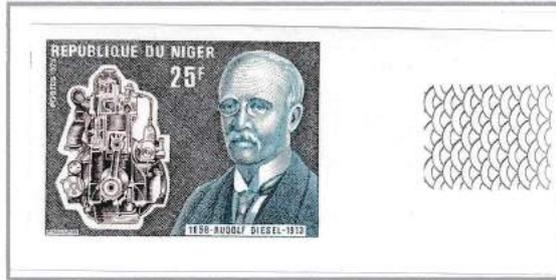


Belgium (1933) - Free-frank cover from Postal Statement's Accounts

3.0 PIONEERS

3.2 It's moving

<<Here is a beardless man!>> I remark observing an old picture.



Imperforated

Rudolf Diesel



The first Diesel's engine



Firma

Getting closer to the picture, the Old Man said: <<I introduce you to Mr. Rudolf Christian Karl Diesel (March 18, 1858 – September 29, 1913) who, in 1892, brought his new engine to *Krupp* to construct. It was an internal combustion engine employing oil instead of gasoline. This engine will be called *Diesel cycle*.>>



Examples modern Diesel engine



Germany (1912) - Postal-To-Private-Order (PTPO) card with 5 pfennigs

3.0 PIONEERS

3.2 It's moving



Belgian Congo – June 21, 1920 Postal Card with 10 cents sent from Matavi to Liege



<<At the beginning, thanks to low petrol consumption and high power, the Diesel engine was used on **agricultural** vehicles to improve working conditions. Later, it was used for industrial and unlikely also for **military** purposes. Do you agree?>>

We walk quickly towards the other rooms of the museum and I barely hear the answer: <<Yes, this is what happened at the beginning. Later, we will see how this engine evolved.>>



Censor stamp on back postal card

Japan (1942)- Censored Military free-frank postal card from China, used during Japanese occupation.



France (1920) - Telegram with advertisement Peugeot

<<Come with me and I'll show you where and when were built the first Car Companies>>
 <<Were they built to manufacture cars?>> I ask, walking through other rooms of the museum.



<<Not exactly. Let me take the example of Peugeot in 1810, the Peugeot family processed cotton fabric to produce uniforms for Napoleonic troops. Later, Peugeot became the French manufacturer of bicycles appreciated all over Europe and later umbrella's ribs.>>



Imperforated



Colour essay



UNDER: France, October 20, 1874
 Folded cover from Valentigney, on "Peugeot Freres" heading sheet



Final issue



<<From 1890, the Peugeot family of Valentigney manufactured the first cars with four gears, 8 HP engine and running as fast as 25km/h. The engine was built under Daimler licence later substituted by the first Peugeot engine.>>

<<In France, *Renault* and *De Dion* manufactured toys and built bell foundries.>>



Renault



Colour essay



Final issue



Imperforated

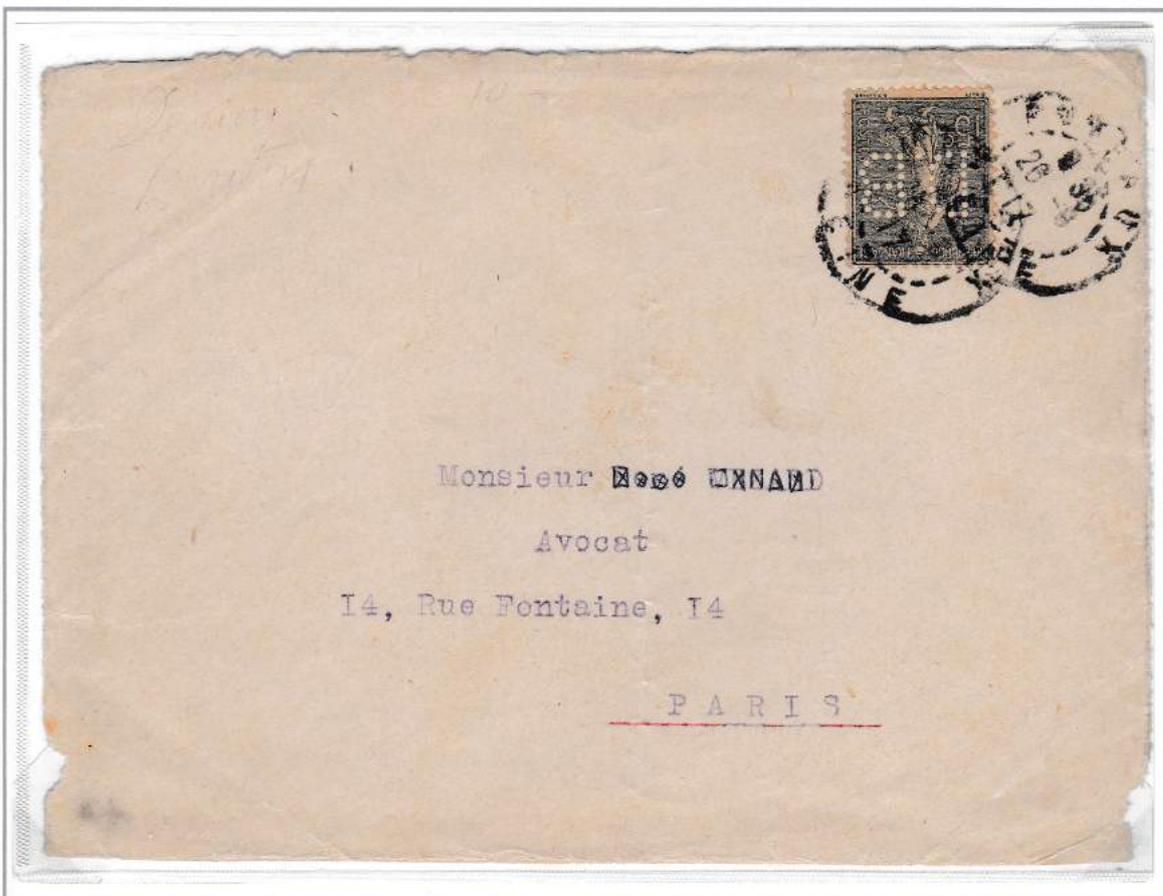
De Dion Bouton



OVER: Germany Empire
April 14, 1900 Postal
Card with 3 pfennig sent
from M. Glandbach to
Munchen



Back of "perfin"
De Dion Bouton



France (1917)
Cover franked with
"perfin" stamp from
De Dion Bouton

4.0 THE AUTOMOTIVE INDUSTRY

4.1 The first industries

<<In England, opened a company which rapidly became one of the best automotive industry. I'm talking about the fabulous *Rolls Royce*.>>
 <<Well, we are speaking about the most elegant and fanciest car.>>



Great Britain (1977) - Booklet Veteran Cars series

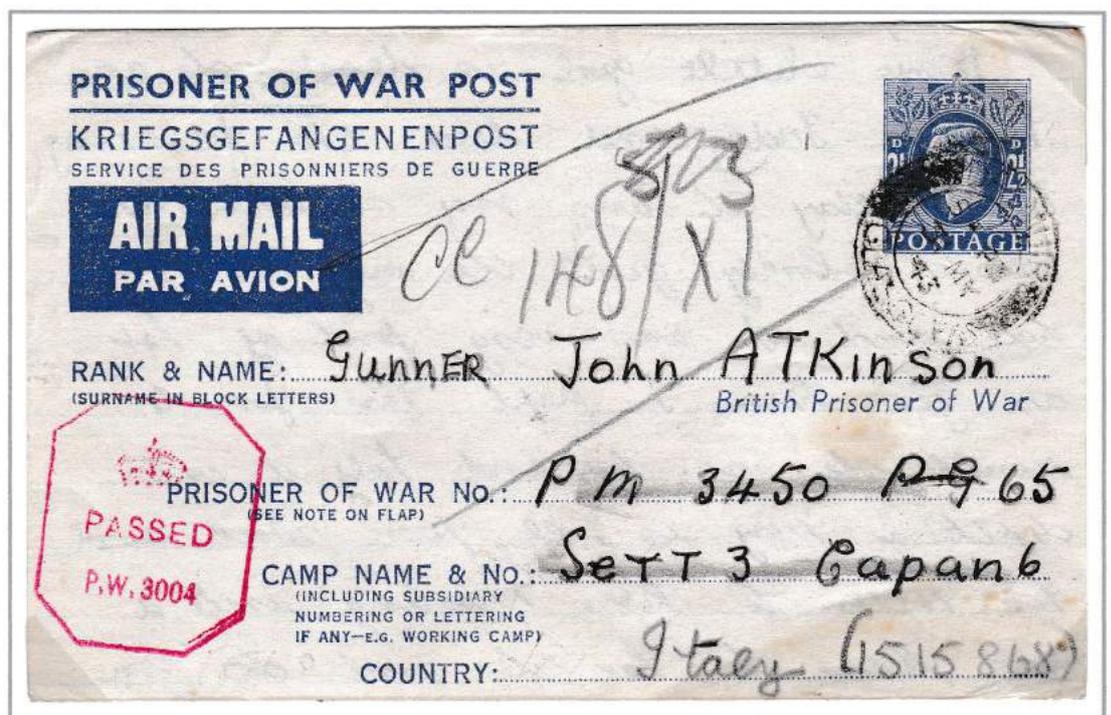


<<Not only this: their state-of-the-art technological progress produced the honeycomb *engine cooling* still used today.>>
 <<Oh yes, the engine cooling which will become the symbol of the company together with its radiator mascot: The Spirit of Ecstasy.>>
 <<It will also supply cars to the British Royal Family and in particular to *King George VI* father of the *present Queen*.>>



Queen Elizabeth II

Prisoner of war Letter card with King George VI sent on May 30, 1943 from Glasgow to Italy. Twice inspected to censor



<<But . . . In those years also FIAT industry was born, wasn't it?>>

<<The idea to produce cars on an industrial scale was of two friends *Emanuele Cacherano Conte di Bricherasio* (August 25th, 1869 – October 3rd, 1904) and *Cesare Goria Gatti*. *Giovanni Agnelli* e *Michele Lanza*, *wealthy entrepreneurs*, supported this idea and on July 1st, 1899, in Turin, is open *FIAT* (*F*abbrica *I*taliana *A*utomobili) >>



Numeral cancellation
Ancient province of
TORINO
BRICHERASIO 525 for
Bibiana by Pinerolo
arrival postmark on back



Back of cover

<<The same year, Cesare Goria Gatti modified the acronym FIA and it became *FIAT* (*F*abbrica *I*taliana *A*utomobili *T*orino) which could be good wishing (in latin fiat means to be done) for the future of the business. >>



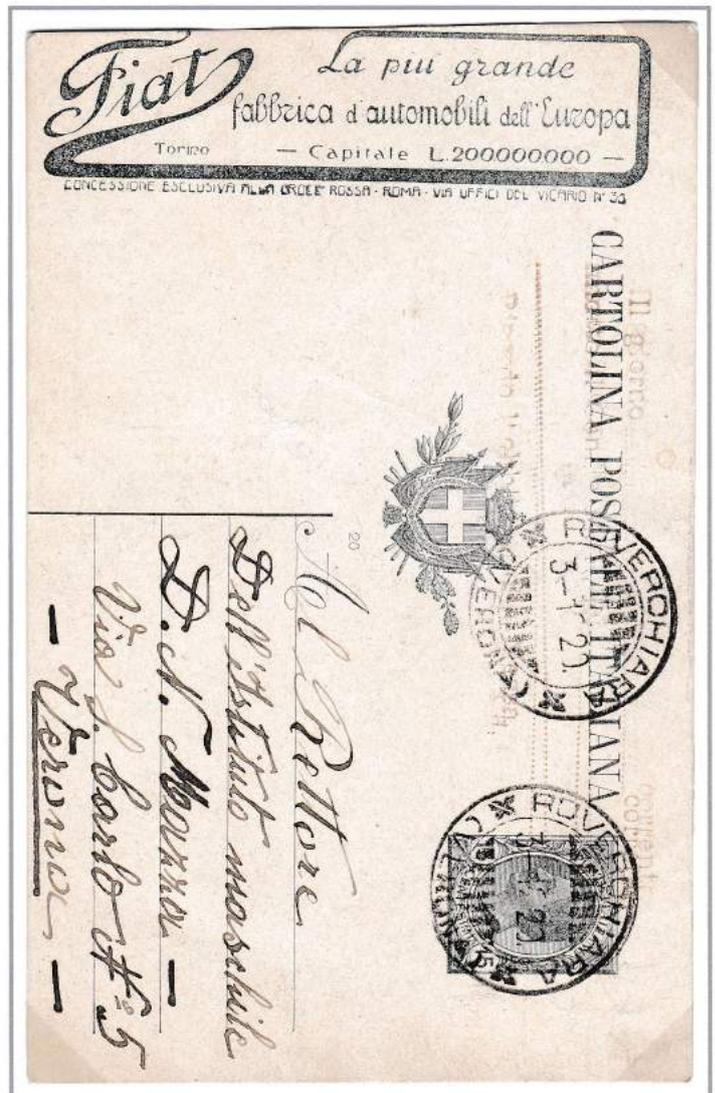
Colour essay



The first FIAT
3.5 HP type



Final issue



<<Then, the first cars were built only in Europe?>>

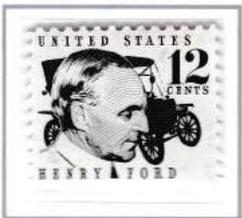
<<I would say no as, overseas, in 1896, *Henry Ford* (July 30, 1863 – April 7, 1947) built his first car: the "Type A". The *assembly line* was developed for the construction of Ford Model *Type S* and Model *Type T*. >>



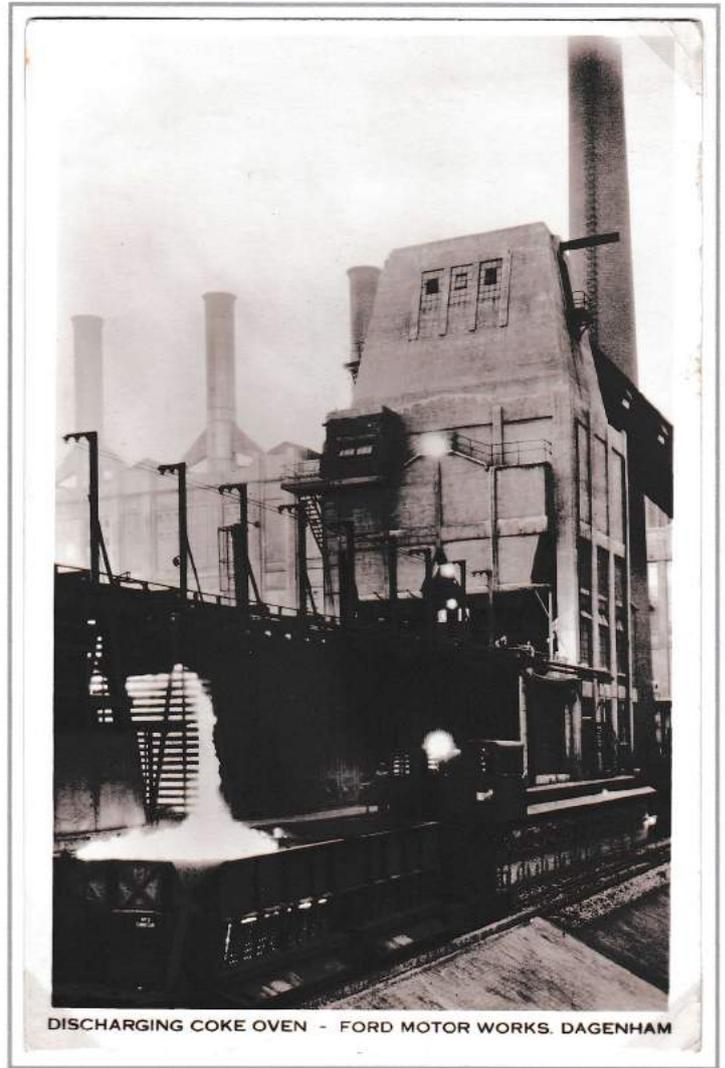
Horizontal perforation up



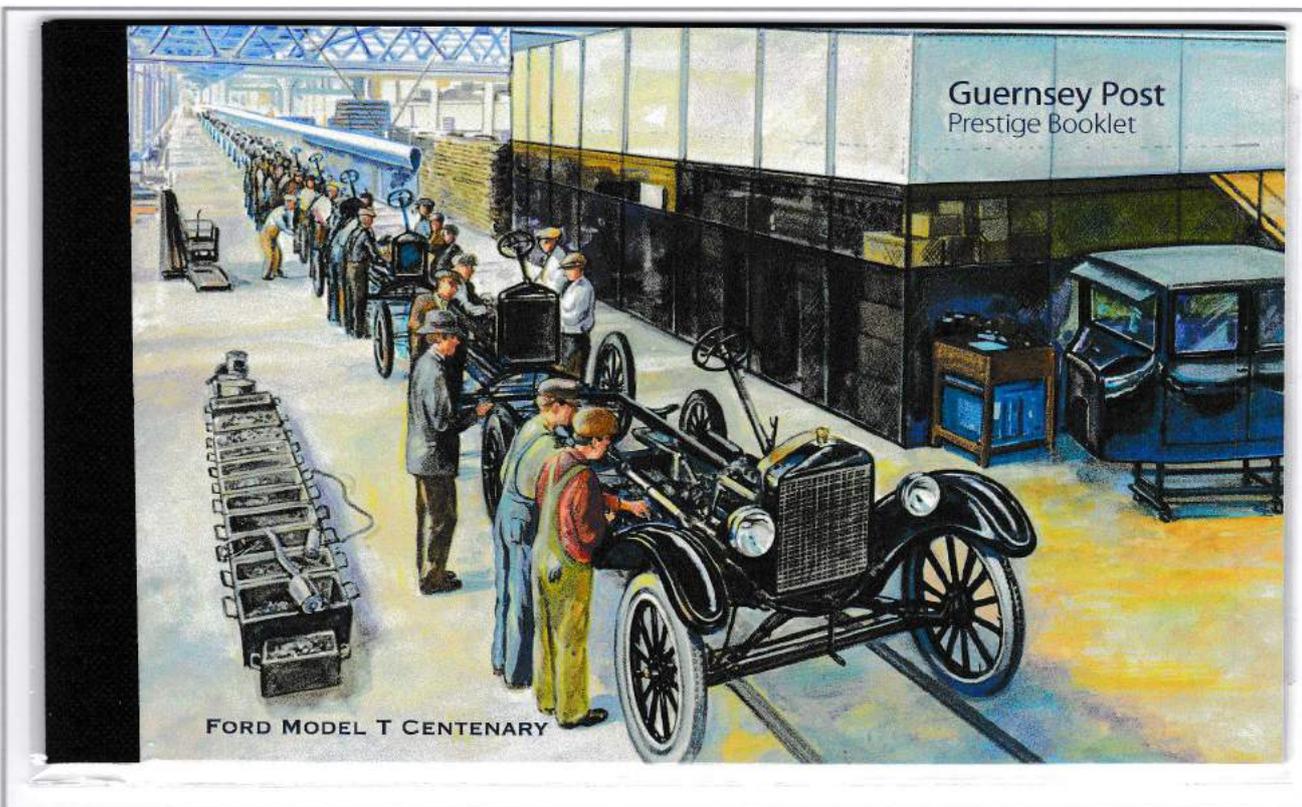
Ford Type S



Ford Type T

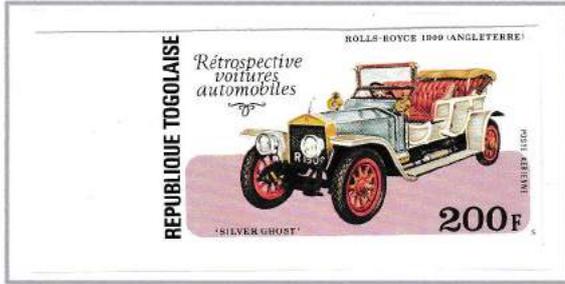


U.K. (1937) - Postal Card with one penny. From Carlisle to Den Dolder (Nederland) added 1/2 penny stamp for abroad



Guernsey (2008) Booklet issued for the 100th anniversary of Ford T type

<<At the beginning of '900, many innovations were provided to cars. *Rolls Royce* put *sprocket wheels* in its engines and, to make engine starting easier, *Benz used a starting handle*.>>



Imperforated



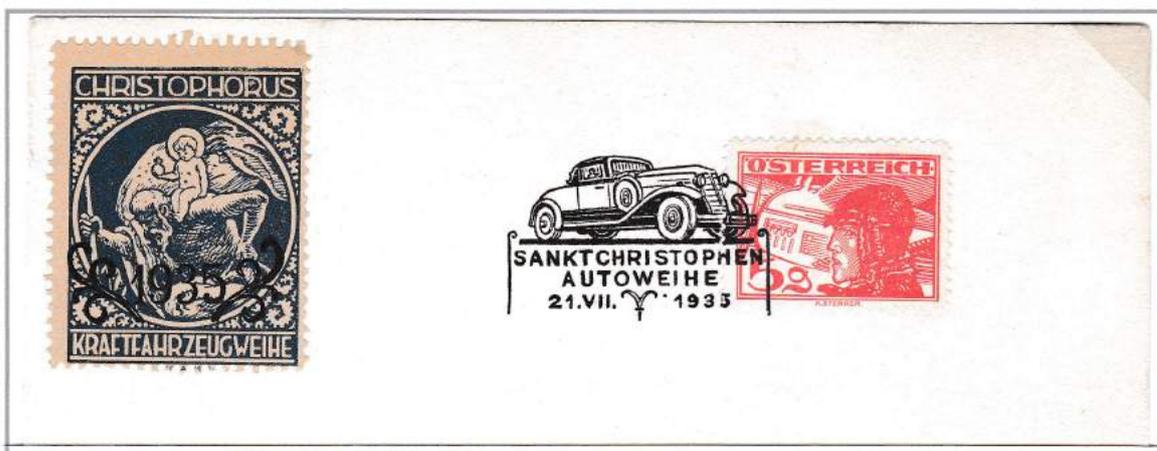
Colour essay



Final issue



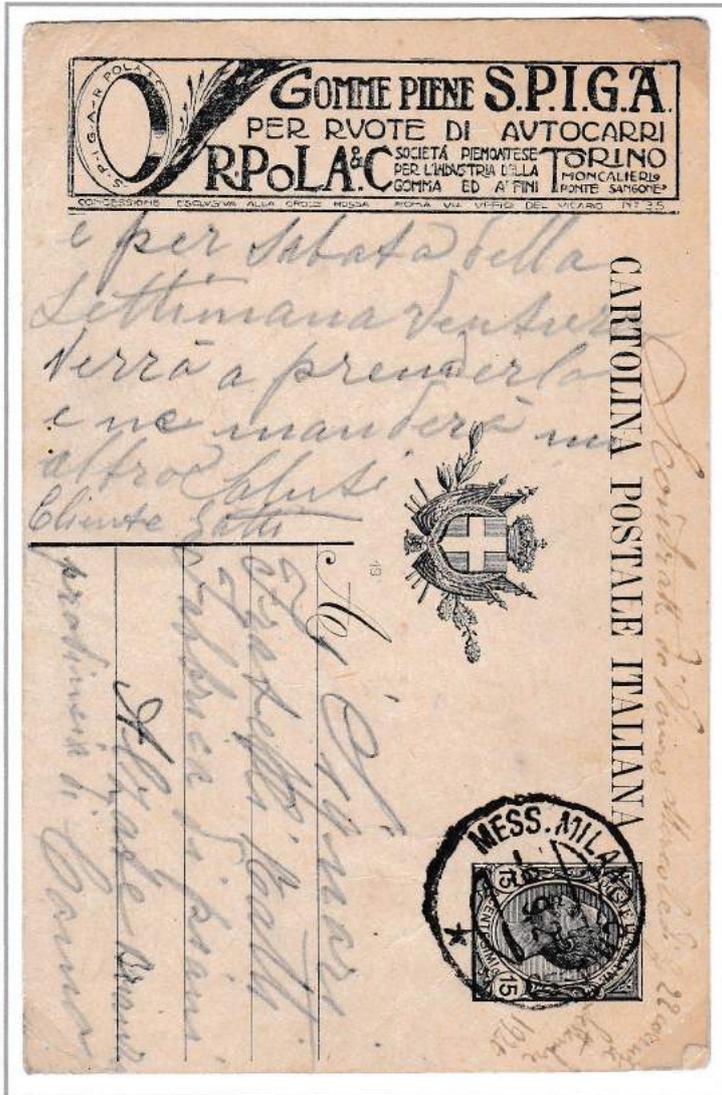
Bayern (1906) - Postal Card with 5 pfennig



<<At the beginning of the century, the car had its place in the society, this is why **Saint Christopher**, traveller protector, became ...

...the protector of *drivers*.>>





<<Now, I see airless tires>>

<<Right, *tires are still airless*, composed by a previously formed and cured rubber circle applied directly to the spoked wheel. Obviously, it was still like travelling by coach because of shakings and vibrations. Today, we travel more comfortably.>>

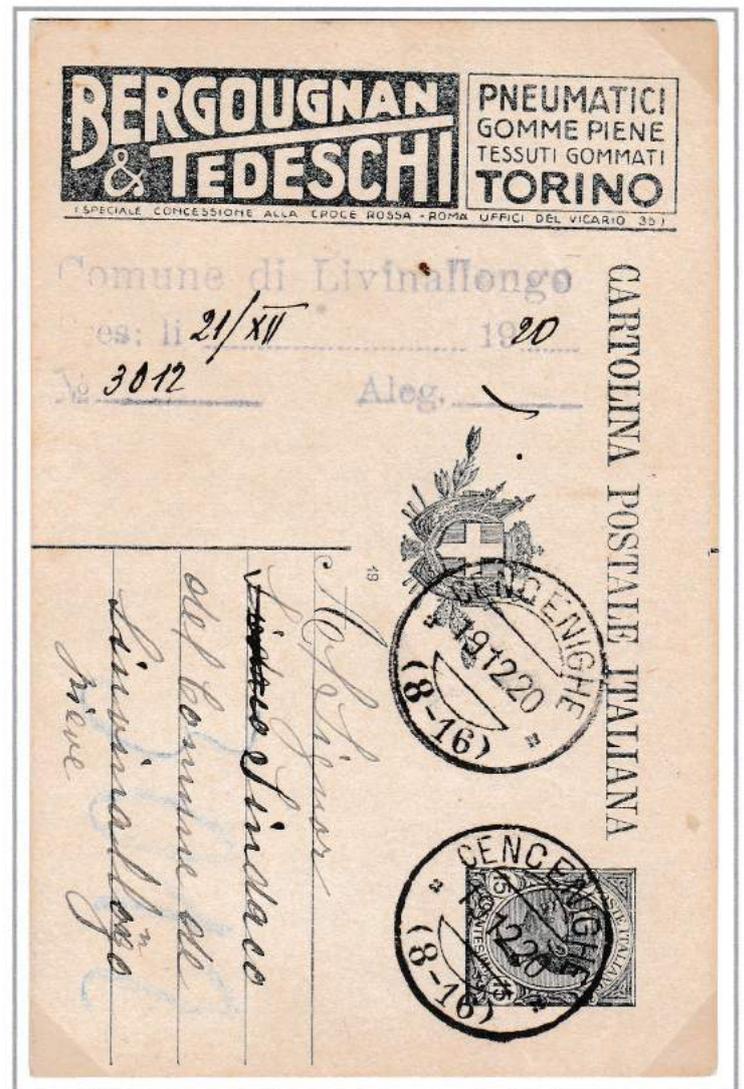
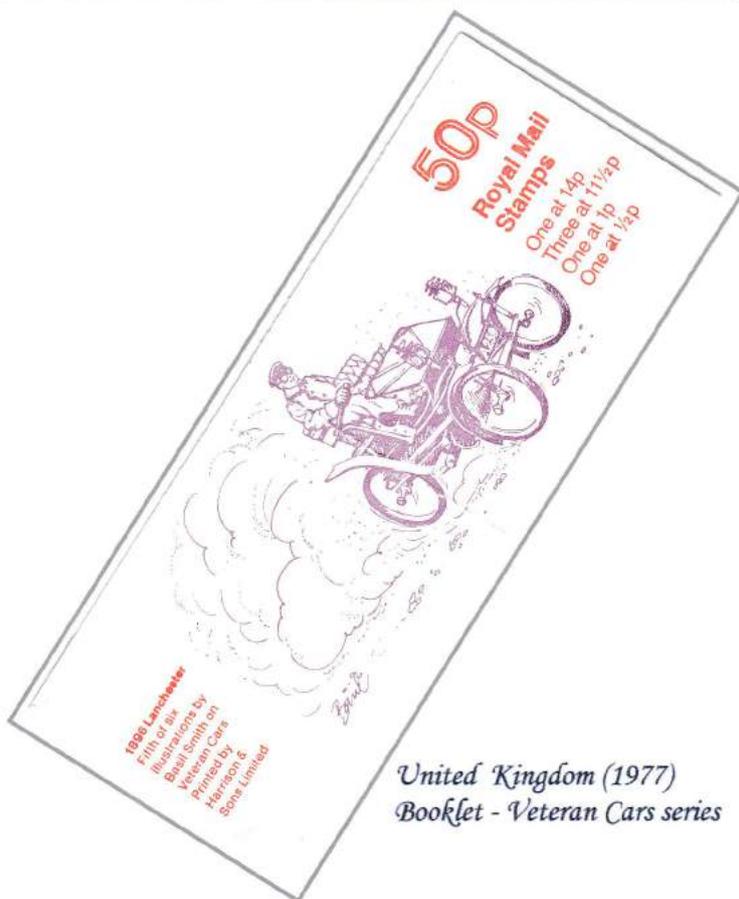


Colour essay



Final issue

Kingdom of Italy (1919) Advertising postal cards with 15 cent slate colour



<<Then, modern tyres are still far from been used.>> I say
 <<After The Paris-Bordeaux-Paris race of June 1895 . . . >>



Kingdom of Italy (1919)
 Advertising postal card of 10 cent with added 5 cent for postage domestic and esternal from March 1th, 1919 to March 31, 1921



<<Well, as I was saying, after that race, *Michelin* brothers used the first tyre on their "Vis-à-vis" Peugeot. Because of roads conditions, tyres were punctured fifty times. Tyre was developed in Italy by *Pirelli* Industries.>>

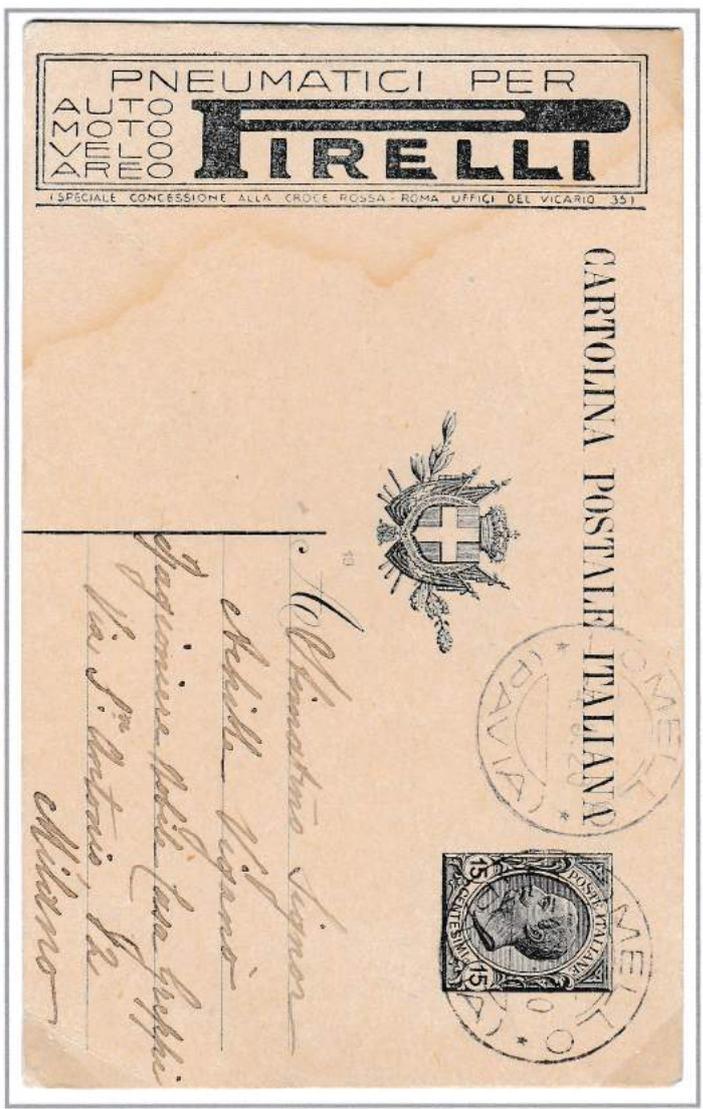


Colour essay

<<Won by *Émile Levassor* in his Panhard 1205cc model.>> I rudely interrupt his sentence



Final issue





Bayern June 4, 1900 - Postal Card with 5 pfennigs sent from Nürnberg to Koetzing

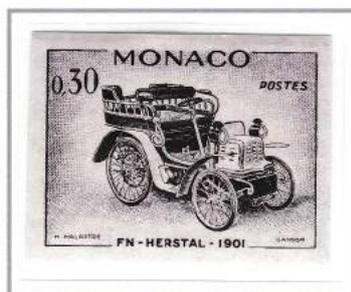
<<In this room we can see why and when were set up the first motor shows. In 1900, the city of Nuremberg, in Germany, organized one of the first events. However, the reality of these exhibitions was quite different: engine constructors offered their products to car assembly industries.>>

<<When was the first Motor Show?>>
 <<In 1906 in Paris opened the first car exhibition. It was the first example of Motor Show: all the most popular brands were present. The turnover increased from 5 millions French francs in 1900 to 129 millions in 1906.>>

UNDER : some models at Paris 1906



Colour essay

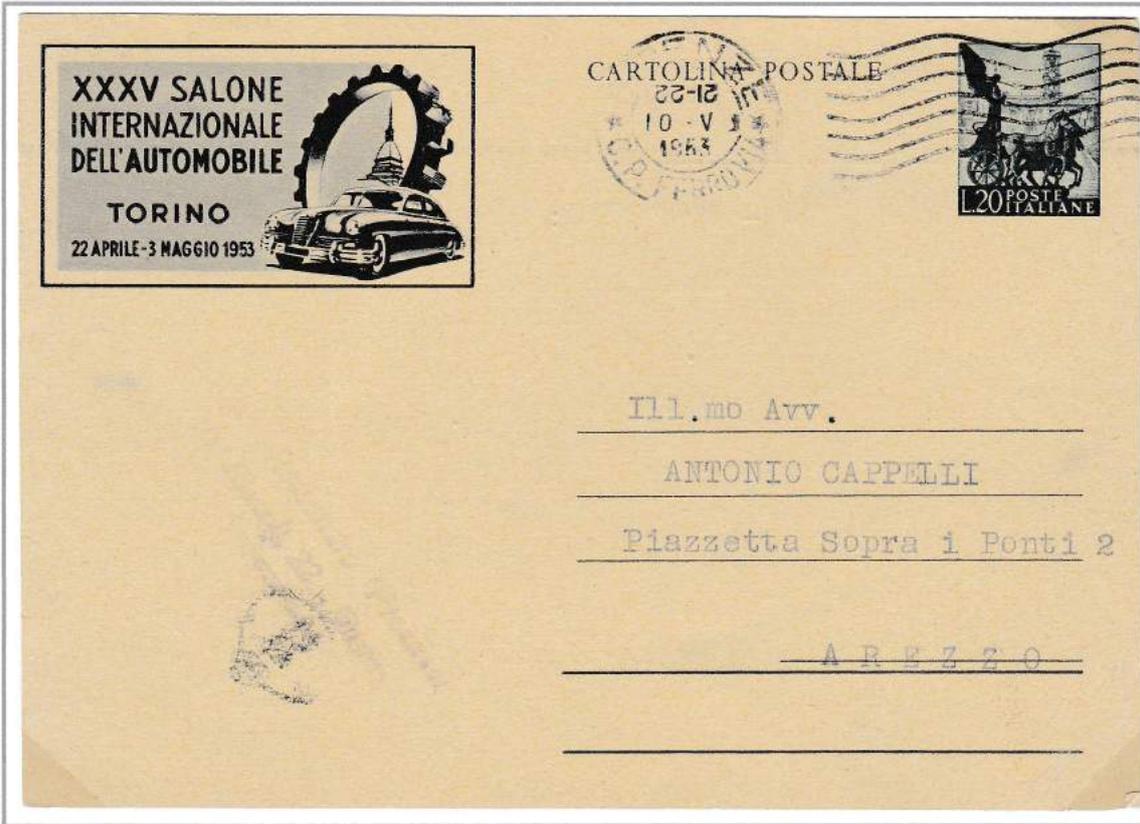


Colour essay



Colour essay





<<Turin held over many years one of the most important European Exhibition.>>
 <<Sure, the first Turin Show took place in the early 1900s. >>



<<The *Salone dell'automobile di Torino* (in English: **Turin Motor Show**) became a permanent fixture in Turin from 1938 and one of the most important all over the world. But we shouldn't forget other exhibitions like the *Geneva Auto Show* first held in 1905. Another *Belgium* and *France*. >>

<<What's in next rooms?>>
 <<Let's go and see.>>



March 2, 1948 - Registered letter from Motor Show Geneva Office (excess postage)

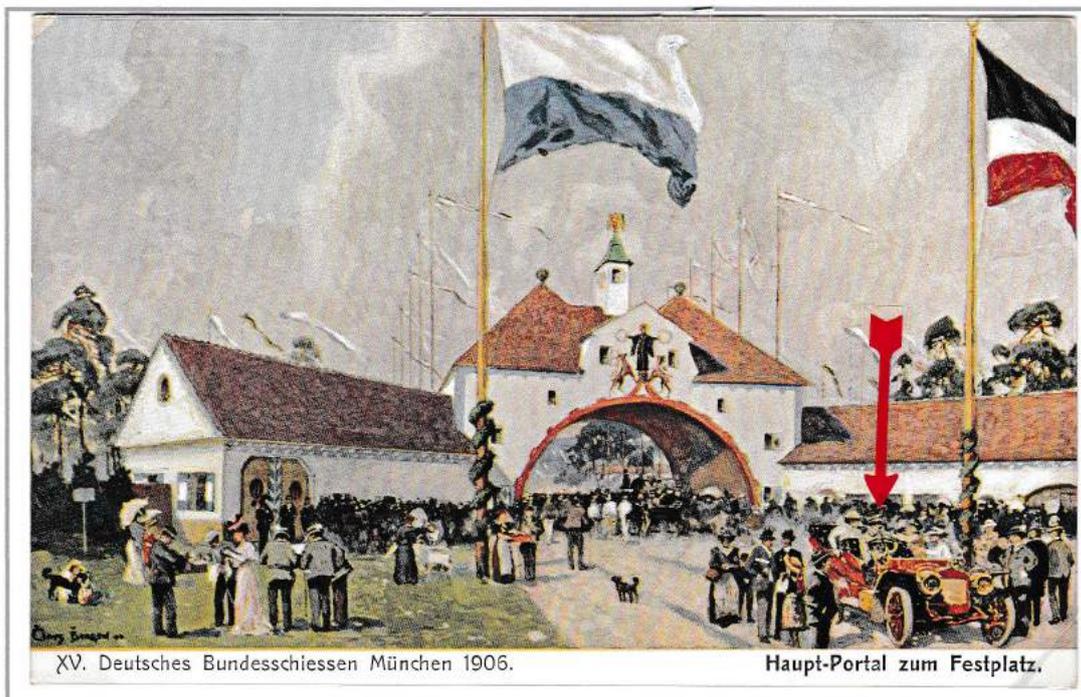
ON RIGHT
Lancia Trikappa type on
winding mountain roads

<<Oh I see! Here are
mentioned
bodyworks and
engines.>> I said
getting in the room.

<< Yes. Here are two
Torpedo bodyworks:
Lancia's Trikappa and
the model 24 HP
constructed by ALFA
(abbreviation of
Anonima Lombarda
Fabbrica Auto).



Another example Torpedo maid by Renault and Citroen



Torpedo, early a sport car,
was later transformed to
accommodate four or six
people and later it was
equipped with a top. >>

Bayern (1906) - Postal Card with 5 pfennig



<<Between 1910 and the beginning of the First World War, some technical innovations transformed vehicles in modern cars. We can remind the electrical system enabling starting by *battery*.>>

<<But battery is the evolution of Voltaic pile?>> I ask
<<Yes, after the *dispute*, in 1792, about electric fields between *Luigi Galvani* (September 9, 1737 – December 4, 1798) and *Alessandro Volta* (18 February 1745 – 5 March 1827), in 1800, Volta introduced his first pile.>>

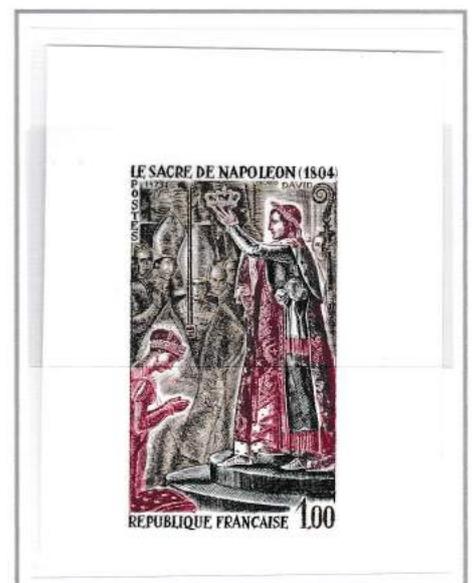
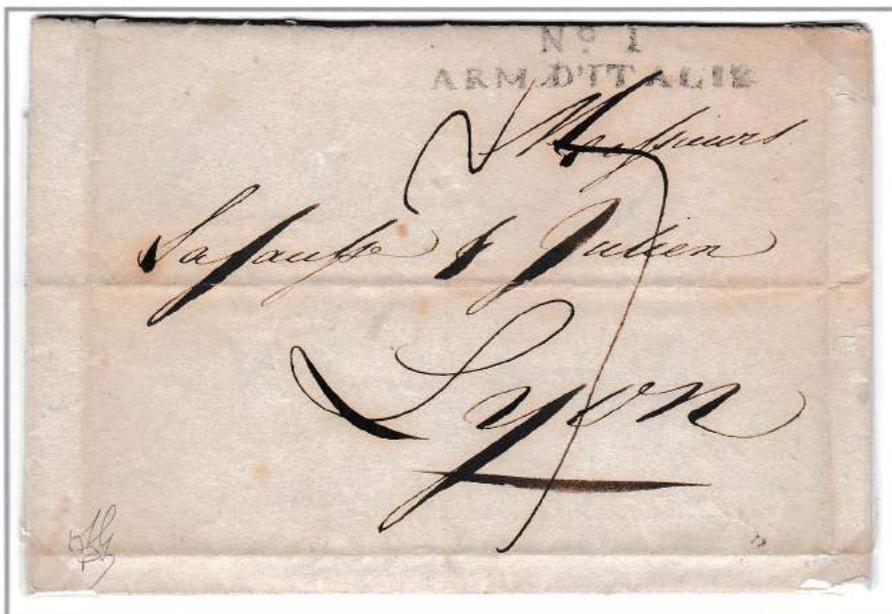


Luigi Galvani



Alessandro Volta

<<In 1810, during the *Italian Campaign*, in honour of his work, Volta was made a count by *Napoleon Bonaparte*.>>



Pre-philately - Napoleonic campaign - First Army of Italy
Milan, October 2, 1810 - Folded by Milan to Lyon

Colour proof on cardstock



Kingdom of Italy (1926) - Postal-To-Private-Order (PTPO) card of 10 centesimi added 20 cent

<<The **volt** (symbol: **V**) is the derived unit for electric potential, electric potential difference (voltage), and electromotive force. The **volt** is named in honour of the Italian physicist>> I say with satisfaction then I ask: <<Which car will first use the battery for electrical starting?>> <<In 1912, *Cadillac* was the first automobile manufacturer to incorporate an electrical system enabling starting, ignition, and lighting. Although established in 1902, Cadillac was purchased by the General Motors (GM) conglomerate in 1909.>>



Colour essay

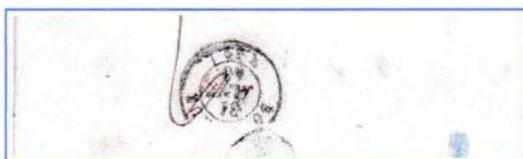


Final issue



France, January 30, 1843 - Pre-philately
Folded pre-paid cover from Cadillac to Bordeaux

<<Cadillac Company was named after Antoine Laumet de La Mothe, *Monsieur de Cadillac*, a French explorer who founded Ville d' Etroit, the future *Detroit*, Michigan, the capital town of US motor industry>>



Back of cover



Precancelled



Precancelled

<<Detroit became the capital of American automotive industry, didn't it?>>

<<Sure, General Motors, established in Detroit, grouped important trademarks like **Buick** born in 1903 and quickly become the greatest American manufacturer of luxury cars...>>



Colour essay

AT LAST --- A BUICK
 When Better Automobiles are built
 for Buick will build them.
 This Model - 1941 - 47
 Delivered in Syracuse for

*BEST VALUE
 YET*

1056
 115 HORSEPOWER
 3670 LBS.
 HIGH GAS MILEAGE

See ME for a Demonstration

Malcolm Donner *George P. Weiland*
 SYRACUSE BUICK CO., INC.
 375 W. Onondaga St.
 Phone 5-3181

U.S. POSTAGE
 APR 5 8 30 PM 1941
 N.Y.

PLACE STAMP HERE
 37
 PAID
 PER METER 9368E

LITHO IN U.S.A.—10-15-40

India, July 18, 1924 - Telegram with advertisement Buick

TELEGRAM.

DUNLOP "NO TROUBLE" Tyres

Schweppes DRY GINGER ALE.

MARCONI'S WIRELESS TELEGRAPH CO. LTD., LONDON.
 WIRELESS TELEGRAPH & TELEPHONE SETS TO SUIT
 ALL DISTANCES—RELIABLE—EASY TO WORK—CHEAP TO MAINTAIN
 INSTALLATION UNDERTAKEN BY RESIDENT MARCONI ENGINEERS.

ENQUIRIES TO THE } INDIAN STATES }
 AGENTS for INDIA } EASTERN AGENCY }

THE "RELAY" AUTOMATIC TELEPHONE CO., LTD
 "RELAY" HOUSE, LONDON.
 THE "RELAY" SYSTEM
 IS IN USE BY
 THE BRITISH POST OFFICE
 THE ADMIRALTY
 THE GOVERNMENTS OF INDIA,
 AUSTRALIA, SOUTH AFRICA, &c.
 SPEEDY-SECRET-SIMPLE
 INFALLIBLE

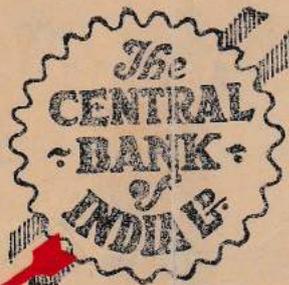
ENQUIRIES TO THE AGENTS
 INDIAN STATES } 70, APOLLO ST. } BOMBAY
 AND } 6, TEMPLE CHAMBERS, CALCUTTA
 EASTERN AGENCY } LONDON RANGOON TRADING CO., LD.
 RANGOON.

RAWLPLUGS

INDIAN STATES } P. O. BOX 534 } CALCUTTA
 & } LONDON RANGOON TRADING CO., LD.
 EASTERN AGENCY } RANGOON.

BUY A
BUICK.
 Sole Distributors
T. R. Pratt Ltd. Bombay
M. F. Ltd. Calcutta

UPHOLESTERY CLOTH
PELAMOID BRAND
 THERE IS
 NONE BETTER
 FOR
 Motor Cars, Railway Carriages, Etc.
 Apply - 70, APOLLO ST. BOMBAY.



FOR PASSAGES
 HOME
 Wire To
GRINDLAY
 & CO
 BANKERS & AGENTS
 BOMBAY
 CALCUTTA
 or SIMLA

The One Perfect Out-Food
Quaker Oats
 The food that builds
 brains and bodies

"Ever Ready"
THE TORCH
 The Torch that NEVER FAILS!
 Sole Agents:
 INDIAN STATES & EASTERN AGENCY, BOMBAY.

TRAVEL BY ELLERMAN'S
CITY & HALL LINES
 Telegrams { "Killick" Bombay
 "Steamers" Karachi

THE WORLD'S ART SERVICE
TUCK'S
 CHRISTMAS & OTHER GREETING CARDS
 CHILDREN'S BOOKS, CALENDARS,
 OILFACSIM & OILETTE POSTCARDS
 PICTURES, FANCY STATIONERY, &c
 On sale at all leading stores throughout India

RAPHAEL TUCK
 & SONS LTD.
 RAPHAELETTEN
 LONDON, ENGLAND.

"GALIRUB" GOLF BALLS
 INDIAN STATES
 AND
 EASTERN AGENCY
 70, Apollo St., Bombay.
 4, Mission Road, Calcutta.



<<If I do well remember, also **Chevrolet** belonged to General Motor group, didn't it?>>
 <<Started in 1911 by the Swiss driver Louis Chevrolet, the Chevy, as called by Americans, in 1917, reached the *General Motors group*>>

<<Now, boy, let's not get out of hand. We were talking about the early '900.>>

Danmark (1933)
 Advertising stamps from booklet

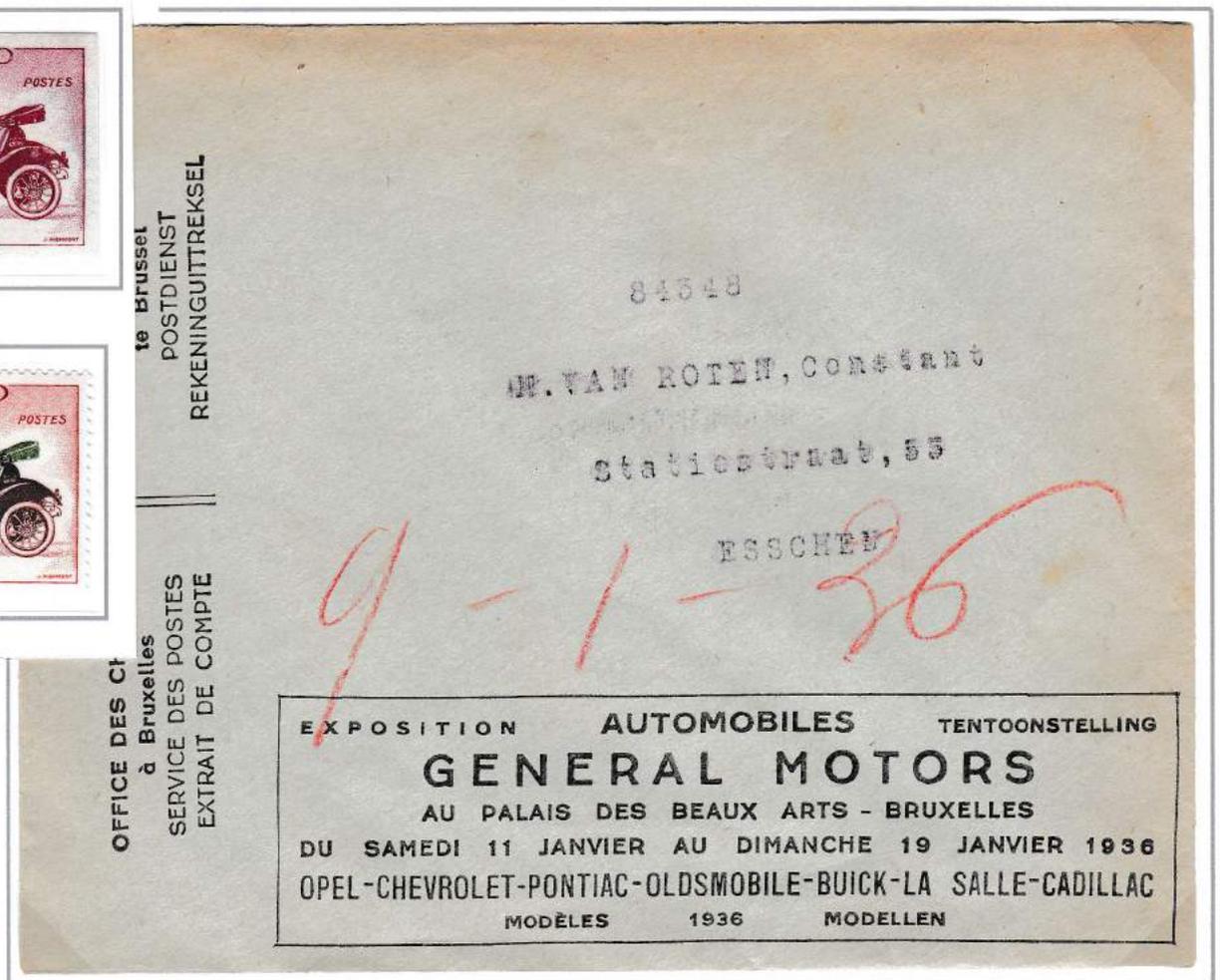


Colour essay



Final issue

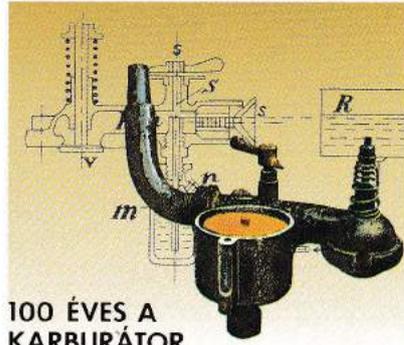
Belgium (1936)
 Free-frank cover
 from Postal
 Statement's
 Accounts





Banki Donat

LADO: Dr.Kozma R.
udapest
adalma u.16.
 L 0 2 8

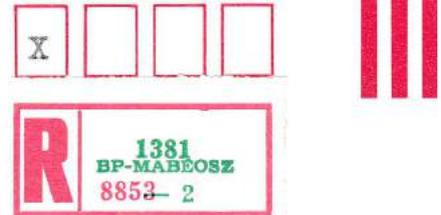


100 ÉVES A
 KARBURÁTOR
 Csonka-Bánki -féle szabadalma

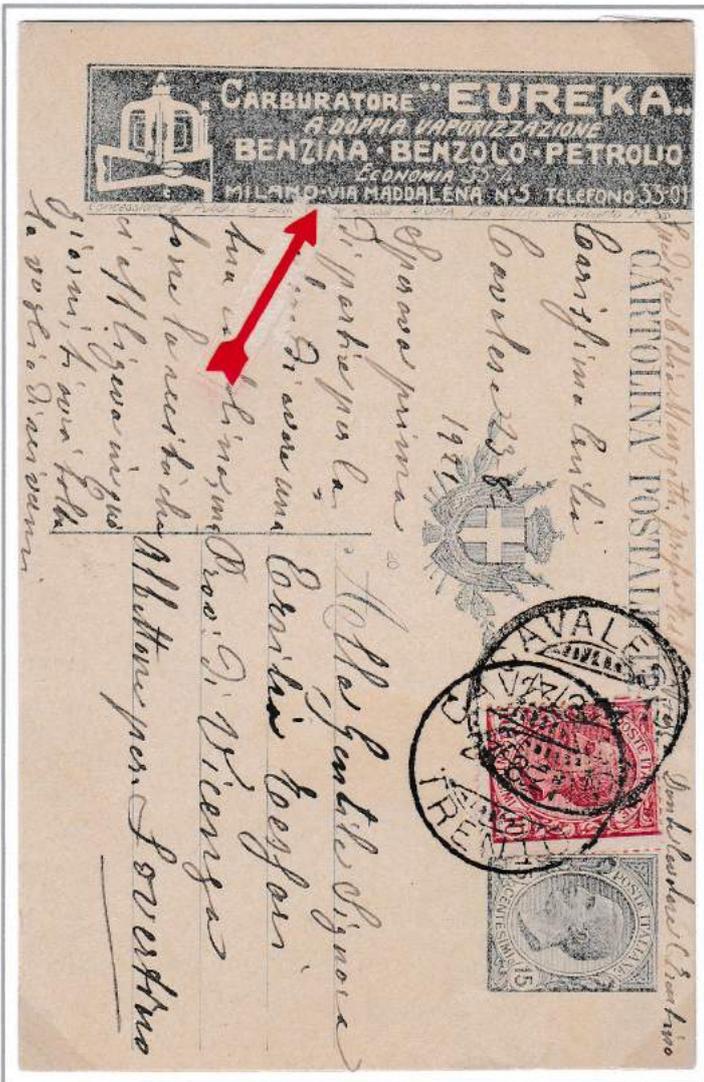
UNDER:
 Advertising postal
 card address "Via
 Maddalena 5, Milano"
 There are two other
 Postal Cards: "Via
 Micca and Via
 Massena Torino"



ÁRA: 11,50
 ALLAMI NYOMDA
 Herrn Hans Jörg BRAND
 CH 3400 BURGDORF
 Uferweg 30



<<In this period, float bowl Carburetors were experimented in cars. Banki Donat and János Csonka, Hungarian engineers patented a carburetor on small cars used for mail delivery.>>



Kingdom of Italy (1919)
 Advertising postal card with 15 cent added 10 cent domestic
 postage used from February 1th, 1921 to December 31, 1922

<<The First World War was coming and I think the interest of cars was decreasing and on the other hand was increasing the interest for military vehicles like **tanks**.>> I say this as thinking aloud.



Imperforated- General Estienne designer Renault's tanks used on the First War

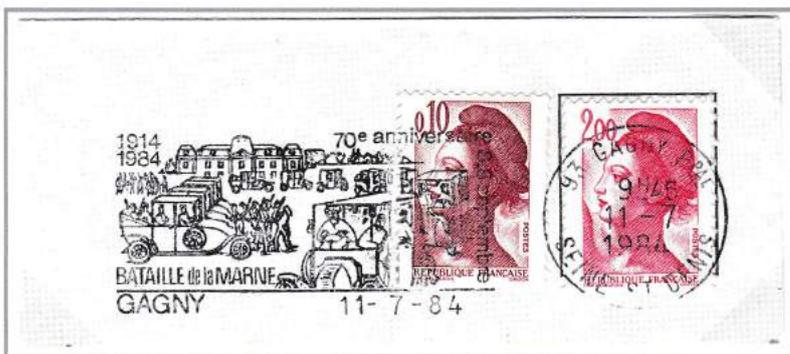
<<Yes, but on September 1914, General **Joffre** attacks German army, near Paris, on Marne-Rhine river.>>



France (1916) - Military free franking with General Joffre



Marna's Taxi - Essai color and issue on 50th anniversary



Marna's Taxi - 100th anniversary

<<To strengthen the line of attack, French army used 630 Paris cabs (*Renault Type AG*) with which 6000 soldiers reached the front. This small car was called "*Marne cab*" and Paris was saved.>>



Mexico (1935) - Air Mail Postal Card of 15 centavos



<<Now, come with me and let's go and visit others rooms. There you will learn something more about cars. As you can see, in this one, the subject is "Rubber" . . . >> says the Old Man. And again:

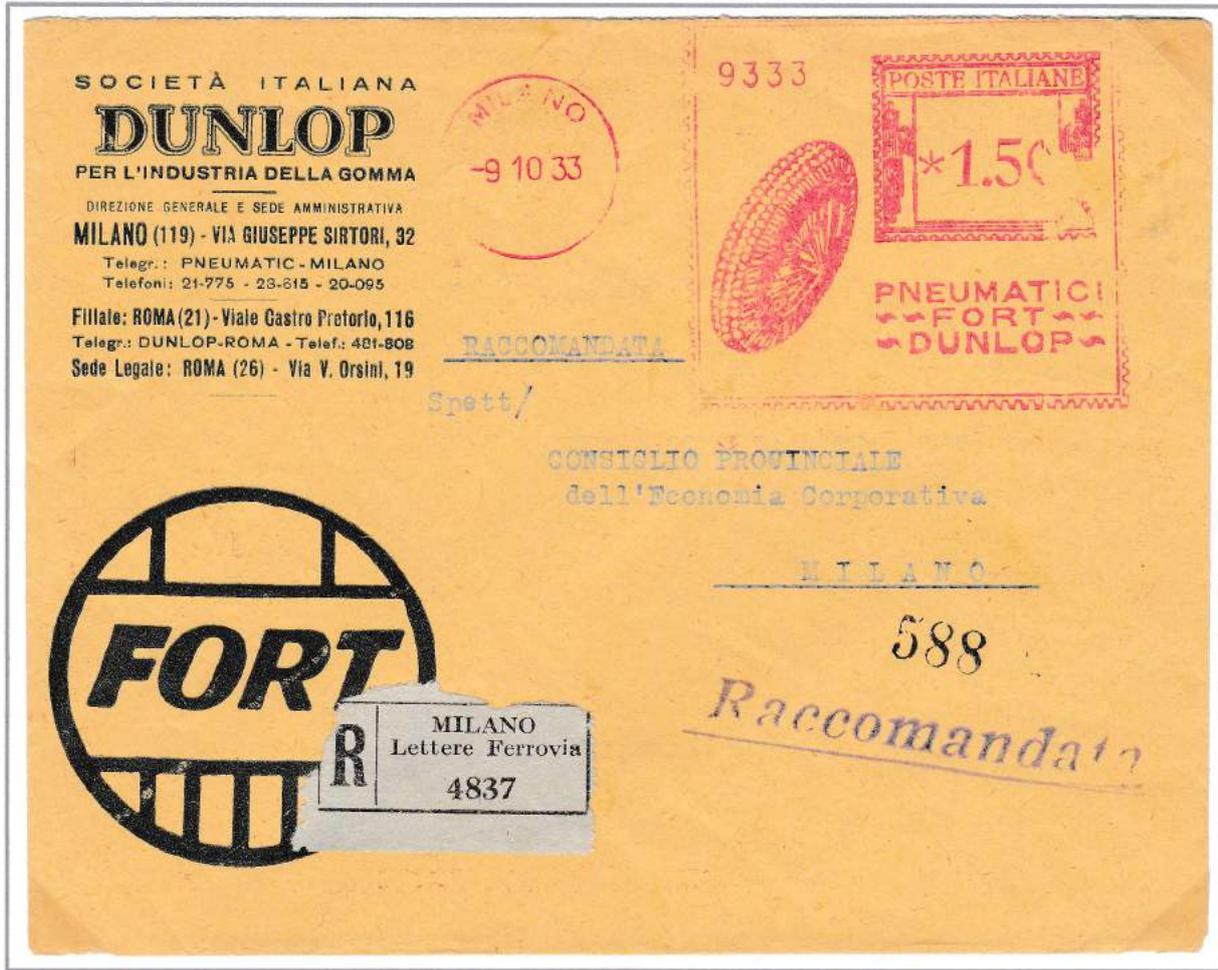
<< . . . South America's population knew the properties and the use of rubber yet during the *Native American era*. Archaeological digs uncovered **big rubber balls**, nearly 4 kilos of weight, used to play a kind of volley ball without net.>>
 <<Rubber characteristics were described by *Colombo* and other European explorers but these information were ignored for a long time.>>



Imperforated

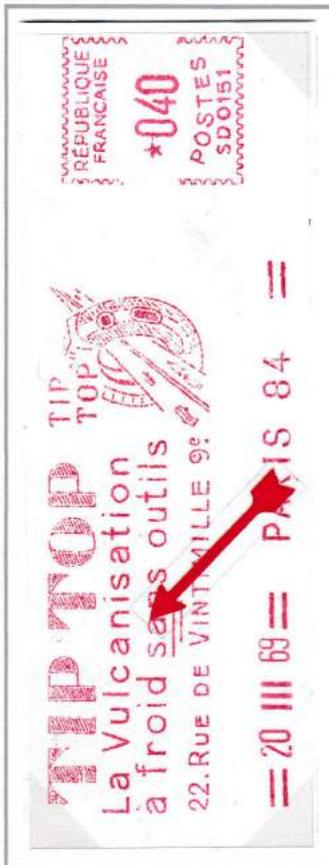


U.S. - April 24, 1893 Postal Card with one cent from New York to Geislingen (Germany) with addition of a one cent stamp for abroad



October 9th, 1933 Registered letter single rate 0,25 lire (district) + 1,25 lire on registered

Then I ask: <<Who invented modern rubber wheels?>>
 <<Mr. John Boyd Dunlop (5 February 1840 – 23 October 1921) developed the chemical process called *Vulcanization* of India ruriictbber (*caoutchouc* in French), the fundamental process to prepare pneumatic tyres>>



<<In this period, the drive belt is used for the first time to better transmit engine power. Belts have a trapeze shape.>>



<<In this period Pirelli Industry was born, wasn't it?>>

<<Yes, in 1872, the young engineer *Giovan Battista Pirelli*, thank to rich men of Milan, opens the first Italian industry of rubber goods near Milan Central Station.>>

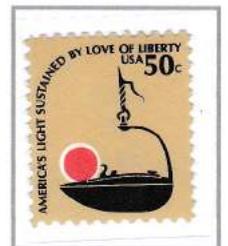


<<To say the truth, first Pirelli's products were electric cables and the first electrical plant was in installed in 1883 to lighten *Teatro alla Scala*. Come with me and now let's see fuel.>>

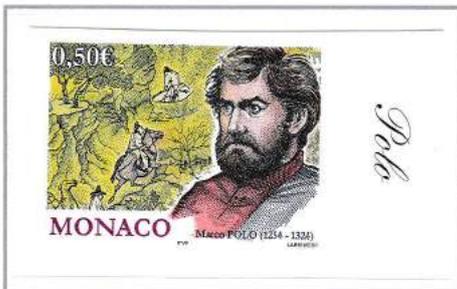
Kingdom of Italy (1919) - Letter card, Lions type, with advertisement Pirelli on back



<<Oil is part of man history since ever: the Greek word "naphtha" was used meaning the flames coming by oil exhalations. Then *Greeks* knew surface oil fields that they used to produce medicines and bitumen or to feed *oil lamps*.>>

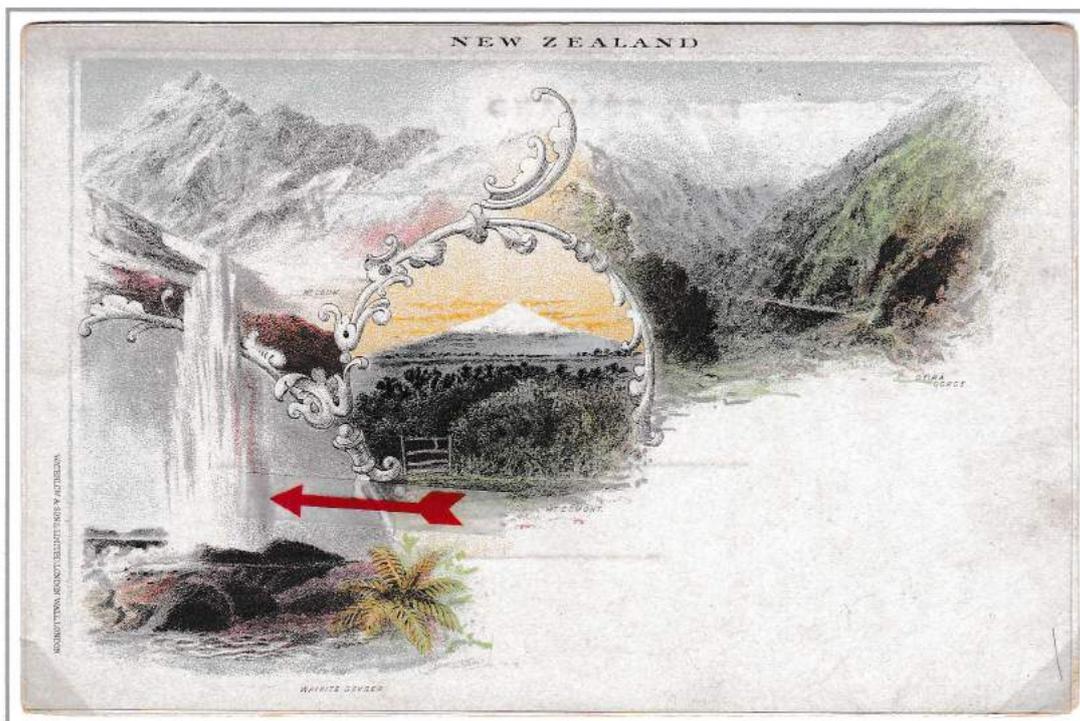


Greece - March 29, 1900 Postal Card with 10 lepta sent from Athens to Braunschweig (Germany)



<<Oil was known in Middle East too. *Marco Polo*, in his book "Il Milione" wrote about a *fountain* which "gives a bad oil good only to burn or treat illnesses">>

Colour essay



New Zealand (1895) - Postal Card with one penny half penny

<<When and where begins industrial oil extraction?>>

<<The first known *oil well* was drilled in Pennsylvania in August 1859 near *Titusville*, later called "*Oil City*". In USA, after two years, there were more than 340 drills.>>



UNDER: U.S. (1932) - Letter Card with 3 cent an ounce rate



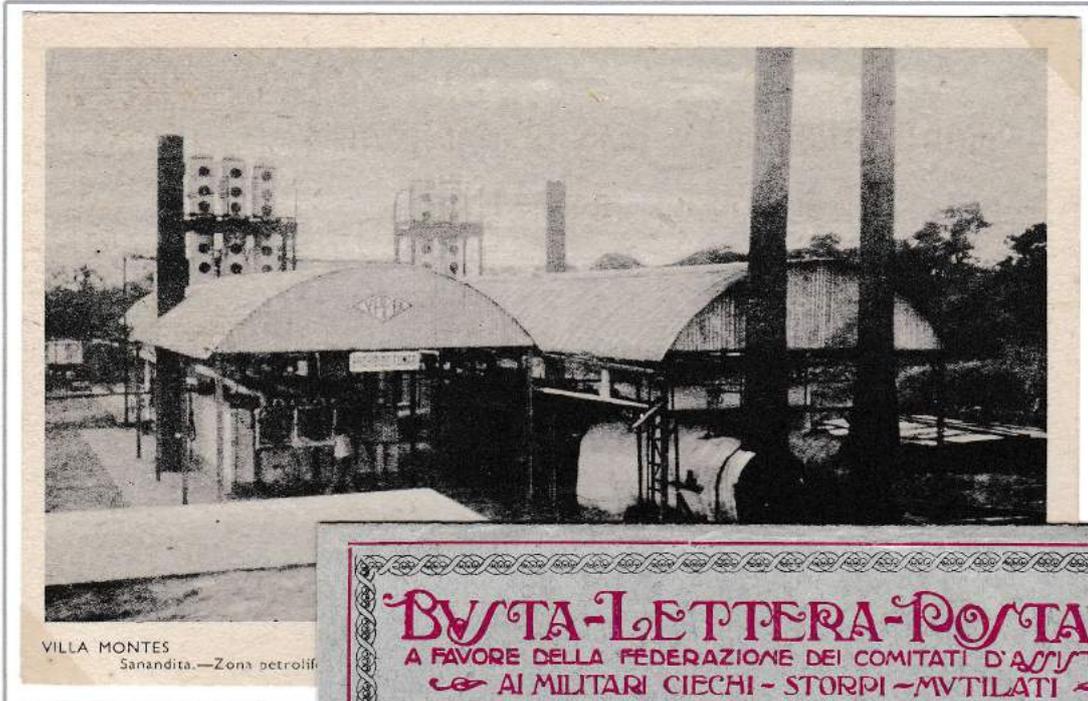
Schaffer
High Street
Oil City, Pa.

<< Who are companies producer ? >>

<< *Shell Co.* is, for example, a great producer Company . >>

Belgium (1934) - Free-frank cover from Postal Statement's Accounts

<<Raw crude oil cannot be immediately used: it must be separated from water, purified by centrifugation then processed and refined into more useful products. An oil refinery or petroleum refinery is the plant where crude oil is processed>>



VILLA MONTES
Sanandita.—Zona petrolifera



France (1906)
Perforated stamp of
Desmarais refinery

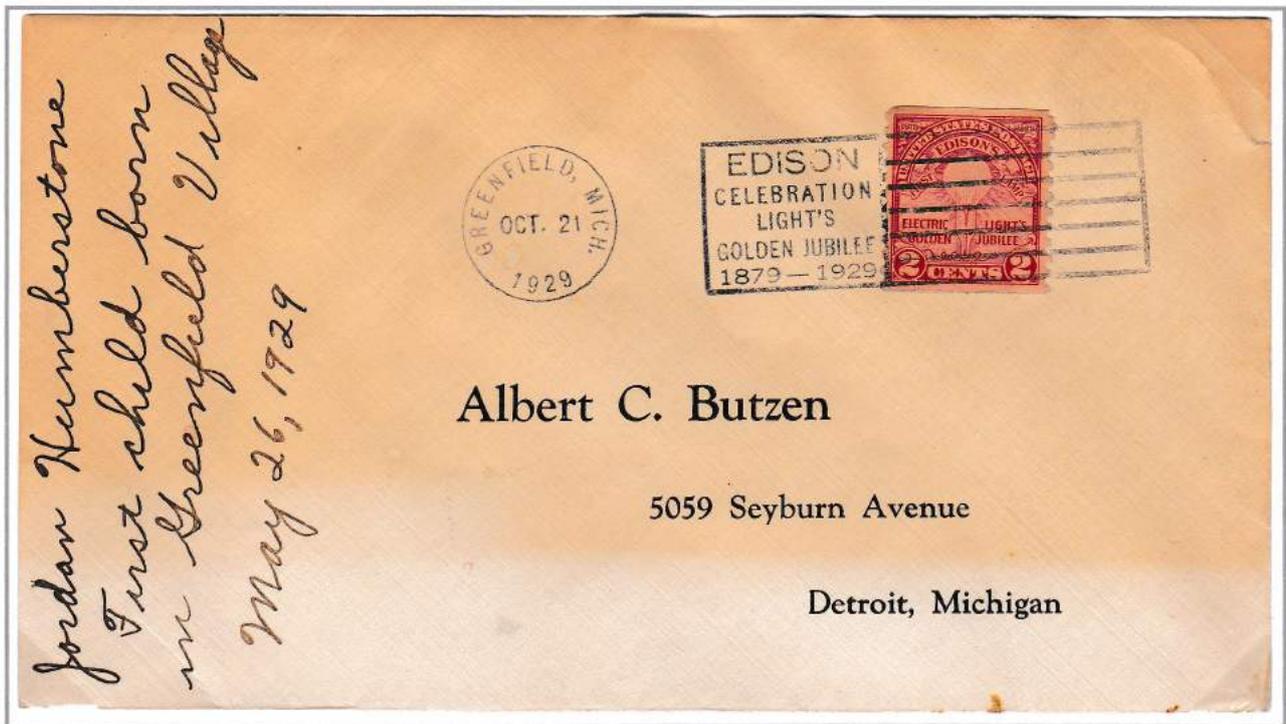
Bolivia (1943)
Postal Card with
double-corrected
selling price



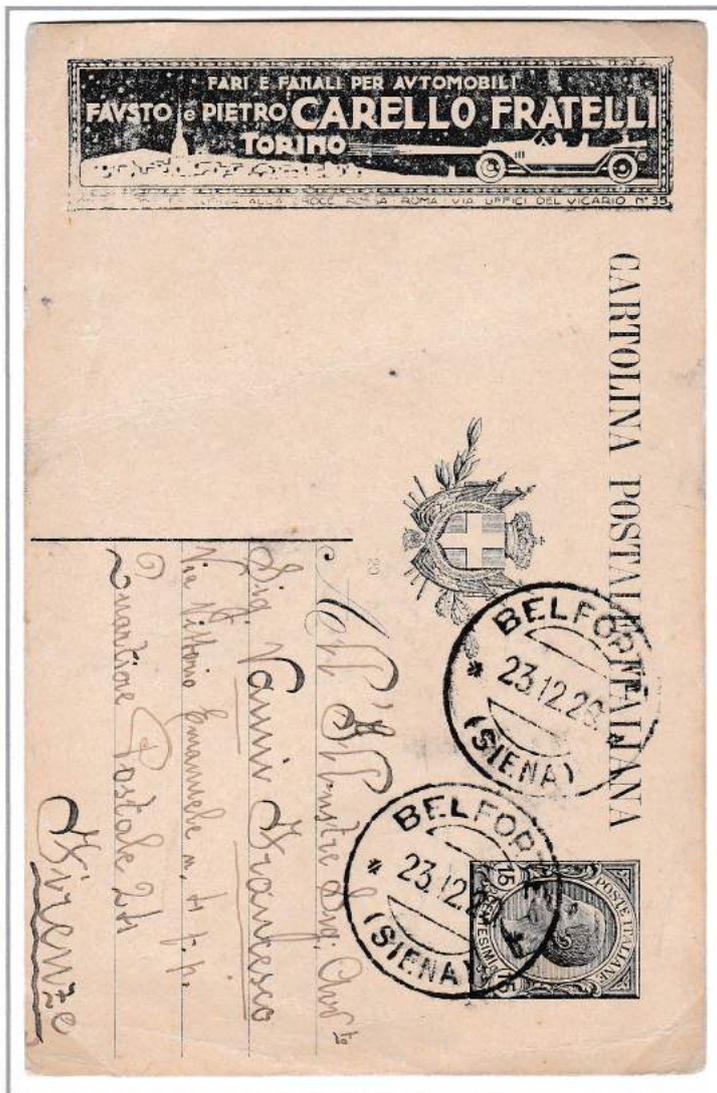
Kingdom of Italy (1922) - Letter card (BLP) with advertisement
Lampo gasoline in front and inside

<<But from this process is extracted only fuel or even other products?>>
<<Crude oil is separated into fractions by fractional distillation and separated into various products: butane, petrol, kerosene, diesel and fuel oil.>>





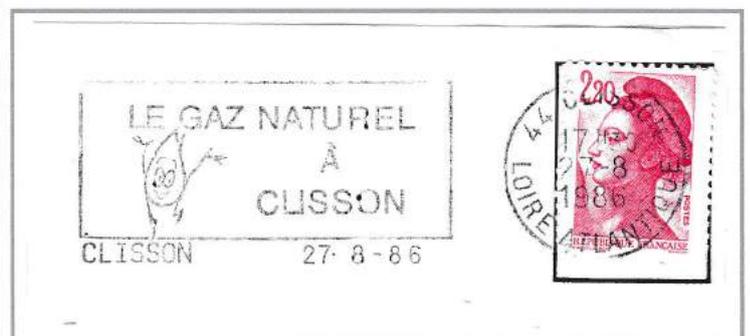
<< Oh man, how many headlights are here.>> I exclaim entering in the following room.



<<Light bulb was invented by *Thomas Alva Edison* in 1879 and modified for cars by Mr. Bosch. The first headlamps were assembled in the 1920th by many Car industries.>> Answers the Old Man . .



<<Then, before nobody went round by night?>> I ask
 <<Well, streets were dark and choppy and cars had acetylene blowtorch before used on coaches. Acetylene was chemically extracted by *natural gas*.>>





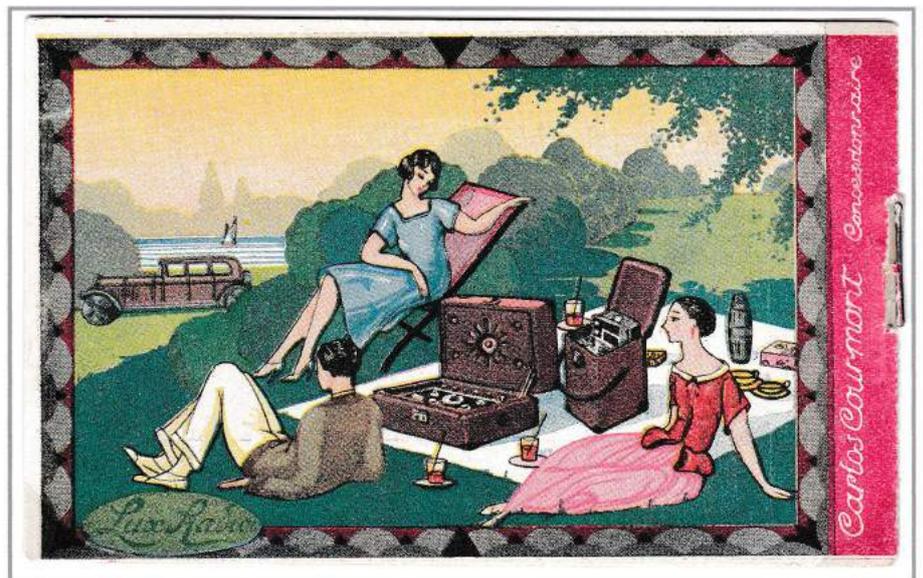
<<Do you like music?>>
 <<Sure, I do!>> I answer surprised

1995 - Italy - Germany - Ireland - San Marino - Vatican issue for 100th anniversary of radio invention

<<Well, then come and see. *Guglielmo Marconi* (1874 – 1937), around 1895, invented the *radio* one of the most important inventions of 19th century. In 1931 .>>



<<People listened to the radio while *navigating* on Flying by *plane*, but do you know which was the first car with radio ? >>.



France (1929) - Booklet Lourdes Lux Radio Serie



<<I have no idea, Sir>>
 <<In 1928, it was a *Chrysler* .>>

<<Boy, have you obtained a driving licence?>> asked me the Old Man using a military tone.
 <<Not yet, only after my School graduation exams.>>
 <<Then, next rooms will probably interest you.>>

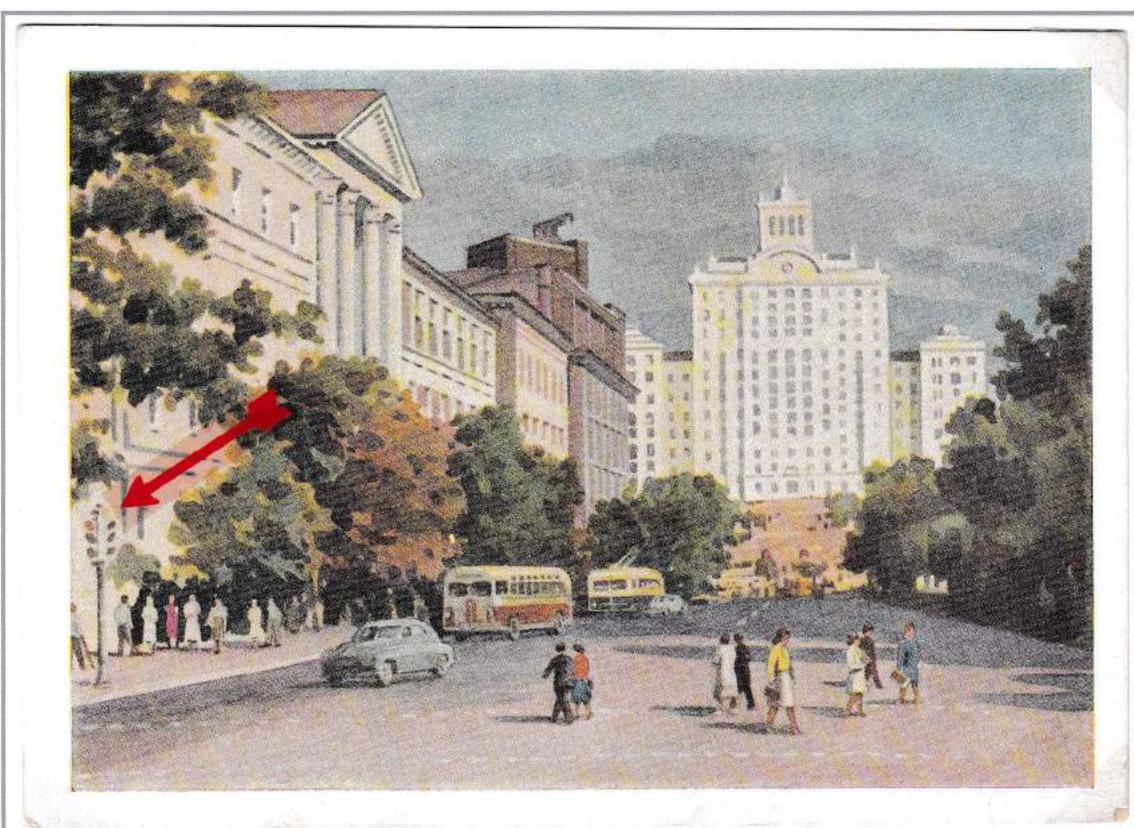
Dec 7th, 1957 Registered letter : 25 l. single rate + 85 l. on registered



<<Between 1920 and 1926, in all big towns, **traffic lights** having red and green light, with yellow between substituted the ones using only red-green colours.>>

<<But there is a mistake: red light is at the top not down!>> I say believing I was right.

<<I'm sorry contradicting you but **red light was first down** and only later it was pt up.>>



<<Yet at Caesar times, there were rules for circulating, but with traffic lights were established the first rules of **Highway Code** written to solve the problem of road safety.>>

USSR (1961)
 Postal Card with 3 kopecks

<<In which town was first installed a traffic light?>>

<<The first three light electric one, similar to the modern ones, was installed in *New York*, on april 1920. >>



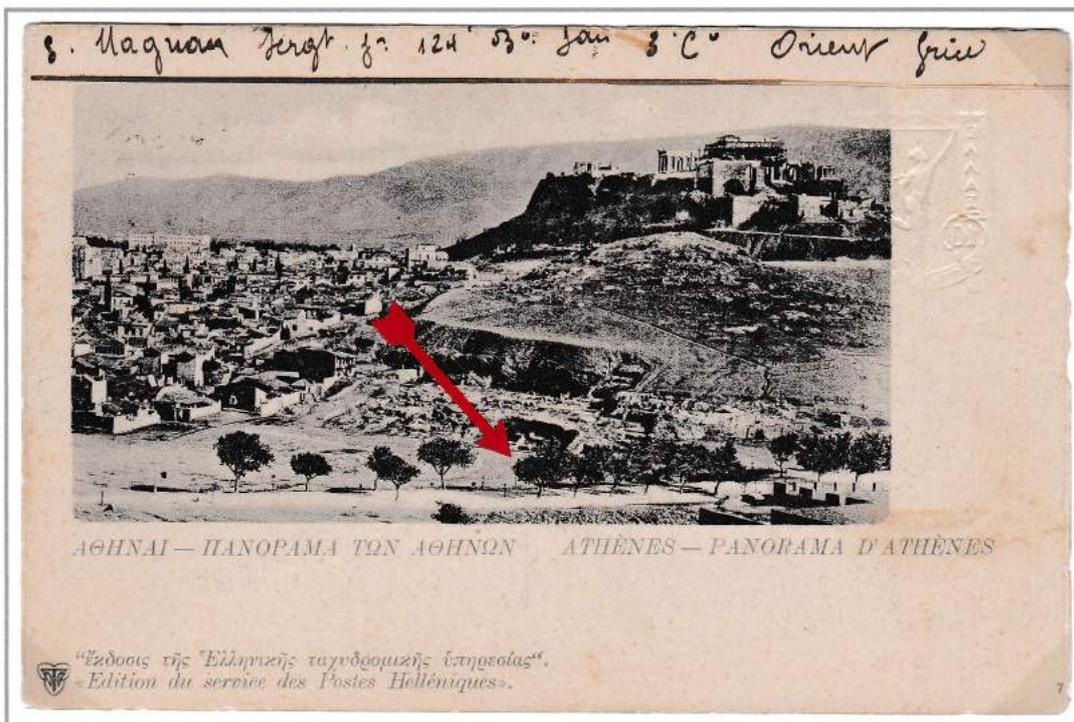
<<In the Old Continent, the first traffic light was installed near *Place de la Concorde* in *Paris* in 1922. Later in *London*, *Hamburg* and *Milan* in 1925.>>

<<In 1961, in Berlin, was installed the first traffic light *aimed to regulate pedestrian crossings*. >>





<<Traffic lights, **road signs and pedestrian crossing** have modified streets . >>
 <<Yes, in that period the roads were *unpaved*, with no security apart *few trees* to protect them.>>



Greece - January 21, 1919 Postal Card with 10 leptas sent from Athens to Marseilles

<<Didn't exist any speed limit in that period? >>
 <<Speed limits were imposed by the 1865 "Red Flag Act" which required all automobiles to travel at a maximum of 2 mph (3.2 km/h) in the city and requiring a man carrying a red flag to walk in front of road vehicles. >>

SAINGHLUAISTEÁIN ÉIREANNACHA
 Ó thús an ghluasteáin bhí spéis mhór i pobal na hÉireann i gcúrsaí gluasteánaíochta.



Léiríonn an leabhrán seo an tseandíograis luath sin agus athchruthaíonn sé laethanta úd an iontais sular dhein earra olltáirgthe, leamh inár saol den ghluasteán.

24 ÉIRE
 Siker Stream

28 ÉIRE
 Benz Comfortable

28 ÉIRE
 Benz Comfortable

24 ÉIRE
 Siker Stream



<<It has to be said that and the beginning of 1900, most part of road accidents were caused by *coaches pulled by horses*. Car responsibilities amounted to only 3%. After 50 years things have changed a lot! >>

Bayern - April 21, 1898 Postal Card with 5 pfennig sent from Munchen to Munchen

НАРУШЕНИЕ СКОРОСТНОГО РЕЖИМА

ОПАСНО!



Куда _____

Кому _____

Индекс предприятия связи и адрес отправителя

Писшите индекс предприятия связи места назначения





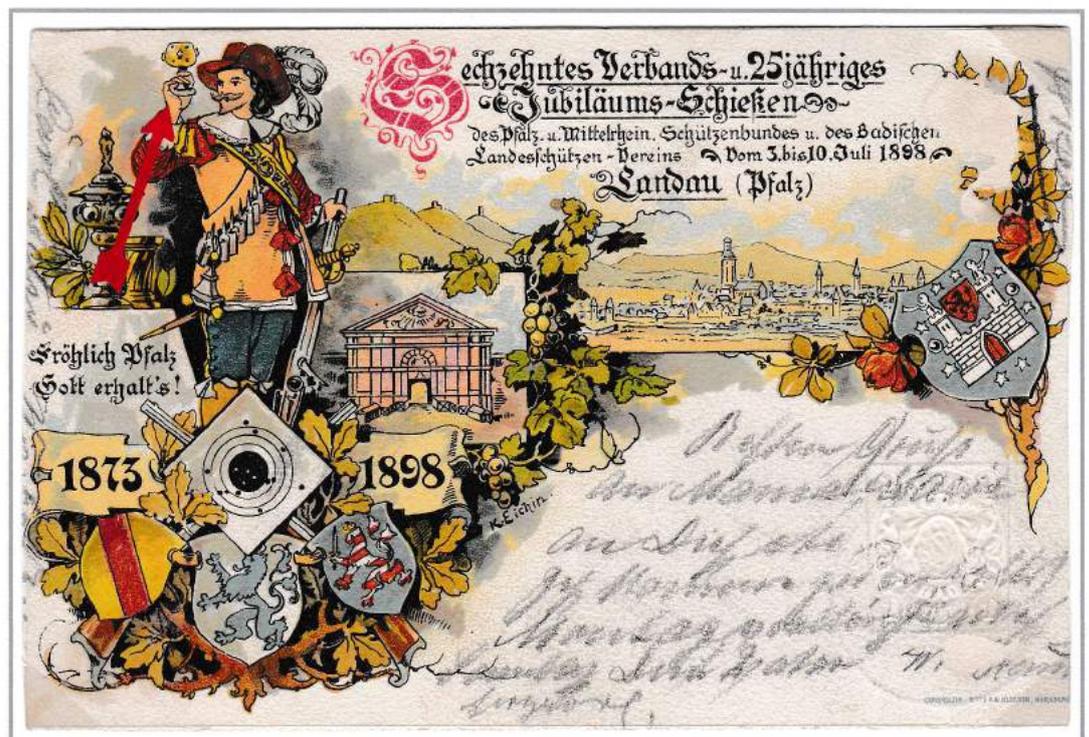
<<Likely today we have insurances.>>
 <<Usually, insurances are connected with big *banking groups*. Anyway, even if we have insurances, you must always follow driving rules: respect *highway code*, *fasten belts* and *never drink* before driving.>>



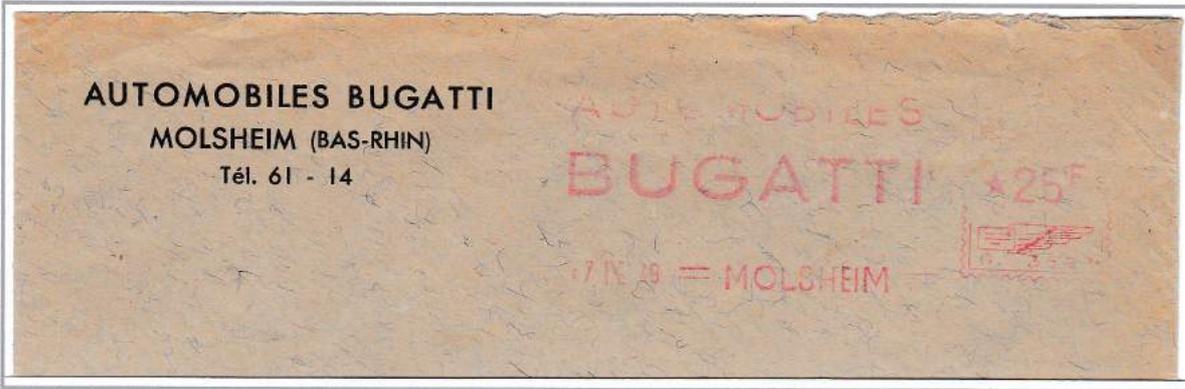
Stamp with overprint "Etat Algerien"



Imperforated



Bayern - July 21, 1898 Postal Card with 5 pfennig sent from Landau to Alzey



<<What funny face!! Dressed that way, he looks like an old fashioned driver.>>
 <<He is **Ettore Bugatti** (1881 – 1947) born in Milan (Italy). In 1909 he established in the Alsace (a French region) his eponymous automobile company>>



<<On *Sept. 6th, 1925*, on *Monza* circuit there was the first race worth for Formula One *World Championship*. Races became very important to advertise: Bugatti won more the 1800 races with his "serie C" car increasing the selling of his cars. In 1929, the *factory in Molsheim* created the "*Royale*" a classy Limousine able to compete with Rolls Royce e Maybach. This model was produced until 1938 and its last version was called "57C">>



Colour essay



Final issue

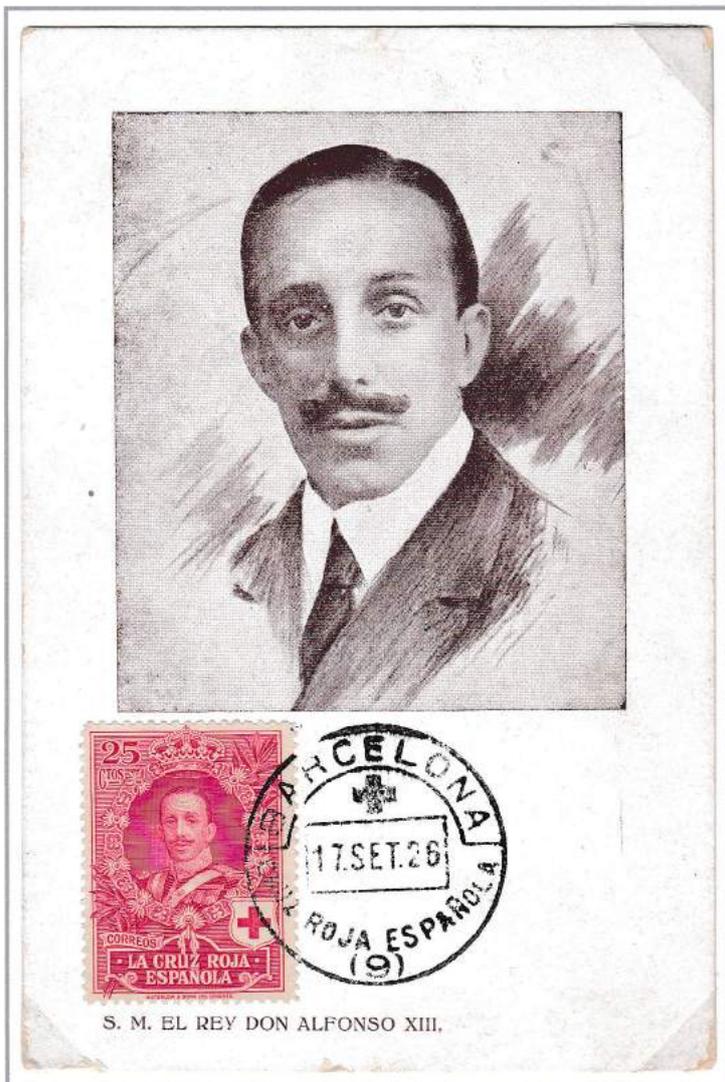


<<Car is becoming a status symbol!>> I say looking to those wonders.
 <<Absolutely yes!! Kings, rich families and smart ladies went to social events driving their cars typified by elegant bodies and luxurious interiors >>



Bayern (1910) - Postal Card with 5 pfennig

<<In 1925, running in Monza Car Race, is present also *Hispano-Suiza*, an Iberian Swiss car industry which gives to one of its cars the name of a King, *Alfonso XIII* of Spain.>>



Spain (1926)
 King Alfonso XIII



Colour essay

<<Wow, a Mercedes, one of the cars I like the best! But, why are here portrayed **Mr. Benz and Mr. Daimler?**>> I ask entering in a wide room.

<<The story of Mercedes-Benz begins in **Stuttgart** on October 17th, 1926, when the two car industries Daimler and Benz merged.>>



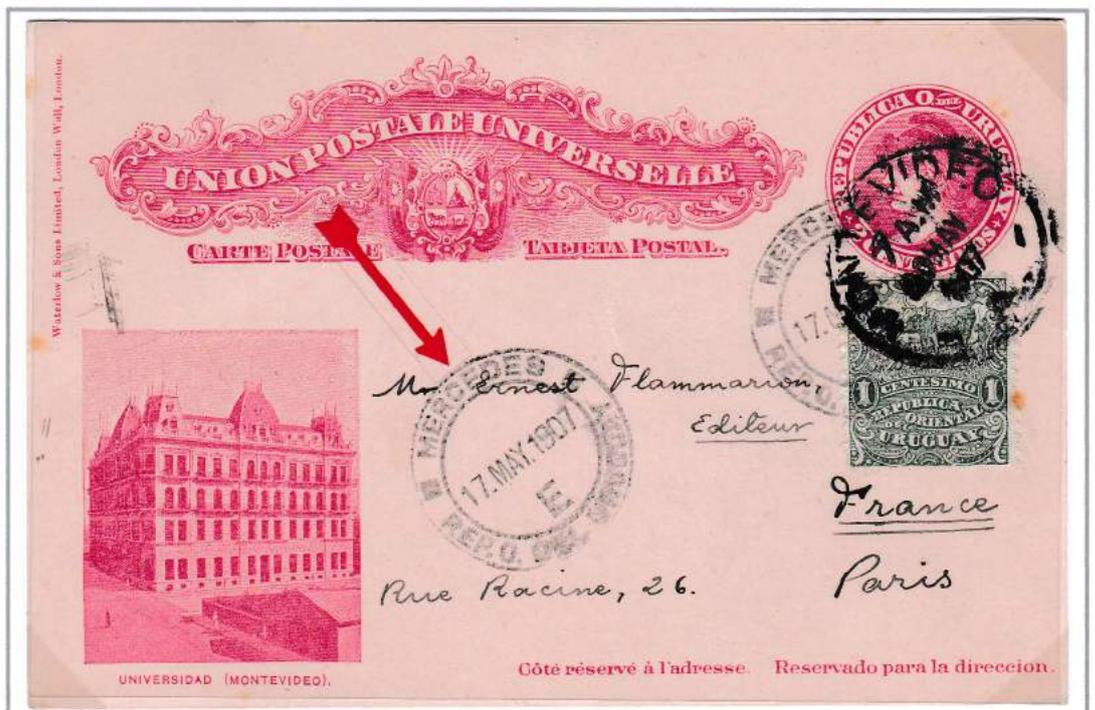
<<After the death of Mr. Daimler, Mr. Emil Jellinek, known after 1903 as Emil Jellinek-Mercedes (1853 – 1918) a wealthy European automobile entrepreneur with Daimler Motoren Gesellschaft ('DMG') convinced the car industry to produce a car designed by him: 35Hp. After the records set by the new Mercedes, the company decided to use the **Mercedes** name as the trademark for its entire automobile production.>>

Kingdom of Wurttemberg - August 4, 1896 Postal Card with 5 pfennig sent from Stuttgart to Alzey



La prima Mercedes

<<This is how **Mercedes Benz** car Industry was born. It's known all over the world for its beauty, quality and for its symbol: a three-dimensional three-pointed star, contained in a circle.>>



<<Here, I see luxury vehicles with as much class as Mercedes cars.>>

<<At the end of '20th, the style of cars' body was softened.

In Europe, Italian *Isotta - Fraschini* and French *Voisin* are distinguished by the class of their models.>>



Colour essay Isotta Fraschini 8A (1928) and Voisin V12 (1930)



Vatican City (1997) - Booklet (Vatican's coaches and cars)

<<In the USA, in this period, the best known cars are *Cord L 29* and *Graham Paige* that constructed a model called Coupè de Ville given as present to *Pope Pio XI*.>>



Colour essay Cord L 29 (1929)



Vatican City, December 28, 1929 - Over franked registered letter (Concifazione series)

<<As motor industry grew, new products were released for cars.

For example, *Saint-Gobain*, founded in 1665, was the first one to produce glass and to supply windscreens and windows to the most important automotive industries.



Saint Gobain was part of French national economic recovery plan wanted by French Minister of Navy *Colbert* during the Kingdom of *Louis XVI* of France.>>



October, 1st, 1964 - Cover cancelled on Colbert french cruiser

Kingdom of Italy (1921) Letter card (BLP) with 40 cents



Sven Wingquist

<<This is only one example of the many industries that based on automotive market. Another one I like remember is the one founded by *Sven Wingquist* a Swedish engineer, inventor and industrialist, and one of the founders of Svenska Kullagerfabriken (S.K.F.), one of the world's leading *ball- and roller bearing*.>>





<<Is it sponsorship?>> I ask looking to some old photographs.
 <<Not sponsorship yet, but some *fuel and engine lubricant* producers became very important for cars.>>

<<Adding "benzene", an important organic chemical compound, to fuels increased the octane rating. As a consequence, engine performances improved and new car races took place all over the world. Even road cars became faster.>>

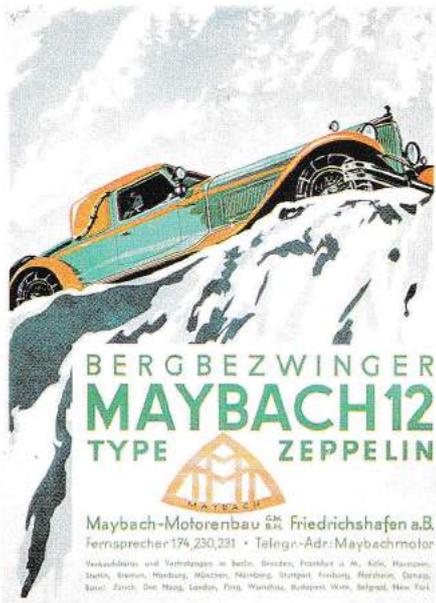
Tells me my mentor. Then: <<As you can see, *car races were also linked to National Lotteries.*>>



<<The end of Depression of 1920th helped the development of market.>>

Nodding he says:
 <<After that terrible crisis, more money and more investments allowed the construction of wonderful cars.>>





Maybach-Plakat um 1930

44. Bundestag / 91. Deutscher Philatelistentag Friedrichshafen 1990



Postkarte

Herrn

Walter Marchart

Porschestr. 9

(Straße und Hausnummer oder Postfach)

7156 Markgröningen

(Postleitzahl) (Bestimmungsort)

Germany (1990)
Postal-To-Private-Order
(PTPO) card



<<What a wonderful car!>> I exclaim admiring a beautiful car



Back of cover

May 5, 1936 - Registered letter from Stuttgart to New York, single rate carried by Graf Zeppelin LZ129. Europe - Northamerica line's.



<<It's a 1930th *Maybach Zeppelin*. Wilhelm Maybach, designer for years by Daimler, because of disagreements with the German Industry's managers and helped by rich entrepreneurs like *Zeppelin*, founded his car Industry. His cars were very admired like the French *Delahaye* and the American *Duesenberg*.>>



Colour essay and final issue (Delahaye M 135 type)



<<Then, if I have well understood, in that period, constructors prefer producing luxury cars.>> I remark observing those wonderful vehicles.
 <<Not exactly, many manufacturers construct valuable middle-class cars. One example is model 518 of FIAT better known as *Ardita*, produced from 1933 to 1938.>>



Kingdom of Italy (1935) - Telegram with advertisement FIAT Ardita

<<A Traction Avant like the one seen in the hall>> I think to myself.



<<Citroën secured its reputation for innovation with the Traction Avant, not only the world's first mass-produced front-wheel drive car, but also one of the first cars to feature a unitary-type body. Lancia had yet tried to do the same but with no success.>>





<<In the 30's, *Hitler* wanted a car also for low-class German people who couldn't buy luxury and expensive Mercedes Benz.>>

Germany (1939)
Postal Card with 6 pf



Ferdinand Porsche

<<*Ferdinand Porsche* was instructed to project a car that was compact, cheap, simple, solid and easy to construct.>>

Hearing the name of Porsche, I ask: <<Is he the same Porsche of German cars?>>

<<Not exactly, the first Porsche was produced by his son Ferdinand Anton Porsche called *Ferry* in 1948, among many problems caused by the results of the Second World War.>>

Answers my guide.

<<In 1936, the Führer approved the project of three prototypes and he orders to find the right place to build a factory to produce the people car.
The place found was *Wolfsburg* in Lower Saxony.>>





<<The industry will be called *Volkswagen* (People's Car) and, in 1938, the first model will be named *Type 1*.>>
 <<But we call it Beetle!>>
 <<Right, but this name *Der Käfer* (Beetle) was given to the car in 1968>>



<<Here we can see some models of the series *Brezelfenster* (split rear window) because of the rear window divided in two parts.>>

<<We still see many of these cars circulating.>>
 <<From then till now, the 70's, were produced 17 millions cars divided among different models.>>



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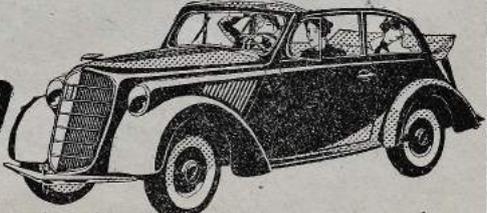
1842.66

M. MODAVE, Gaston

Bd Em. Boeckstaël, 200

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Distributeurs partout en Belgique

Belgium (1936)
Free-frank cover
from Postal
Statement's
Accounts



<<While in Germany and in many European countries, People's car was well known and sold another German car, the economy car *OPEL Olympia* still was a niche good and then more difficult to sell. In 1937, this supermini is a sober car with *cloth seats*.>>

Nom et adresse de l'expéditeur

Naam en adres van de afzender

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<< From 1932, FIAT sold a small car with a front engine of 995CC. It was the *Fiat 508* better known as *Balilla*.>>
 << Oh yes, I often heard my grand-parents talking about it >>



Back of cover



OVER: May 31, 1932 - Internal cover single rate

UNDER: September 2, 1936 - District cover single rate



<< In 1930, during the fascist propaganda Mussolini asks Fiat to produce a car cheaper than 5.000 Lire. After many problems, modifying Balilla's project, in 1936 was sold the *FIAT 500* later called *Topolino*.>>
 << The precursor of today's 500!>>
 << More or less. . . >>



U.S., October 22, 1944 - V-Mail from Dutch Harbor (Alaska) to Brooklyn (N.Y.) censored

<<When the Second World War broke out, USA Army began using a small vehicle. It was a four-wheel-drive motor vehicle intended for use on rough terrain. It was also used as reconnaissance and liaison car. This vehicle is *Jeep*.>>

The most widely held theory is that the military designation GP (for *Government Purposes* or *General Purpose*) was slurred into the word *Jeep* (author's note)

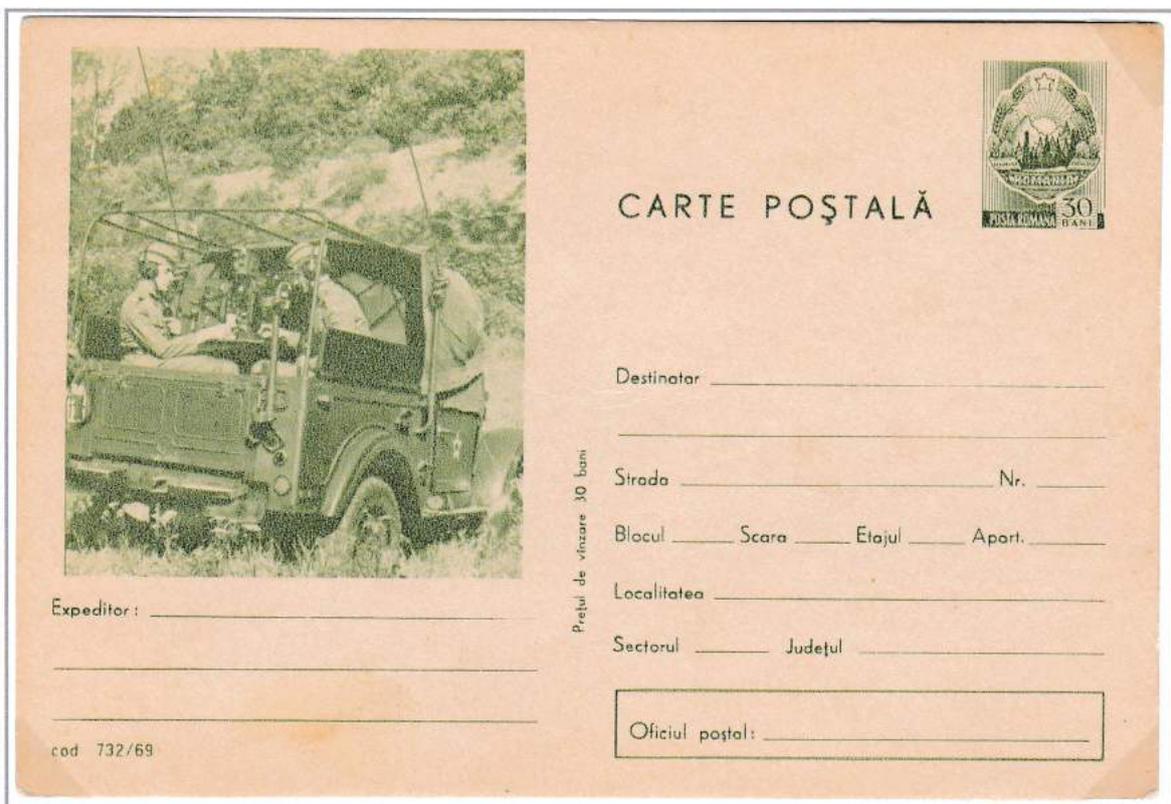
<<Armies of other Nations will use similar vehicles>>
 <<Then, is it from these models that modern off-road vehicles come?>>
 <<Yes, but, obviously, they were less comfortable.>>



Kubelwagen 82 type on 1940



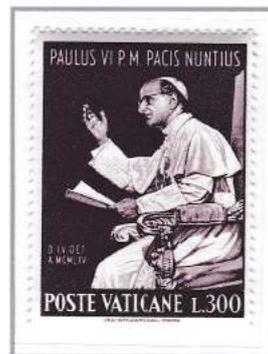
Land Rover on 1947





French Congo (1960) - Artist proof on black signed

<<Even the Pope used a **jeep** during his outdoor public appearances.>>
 <<There have been many different designs for pope mobiles since **Pope Paul VI** first used a modified **Toyota Land Cruiser**. This way, *he could better greet crowds.*>>



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France (1957) - Military free-frank Postal Card (War of Algeria)

<<In this period, *ambulances* were improved to be safer and more efficient. Equipped with medical devices, they helped saving more lives.>>



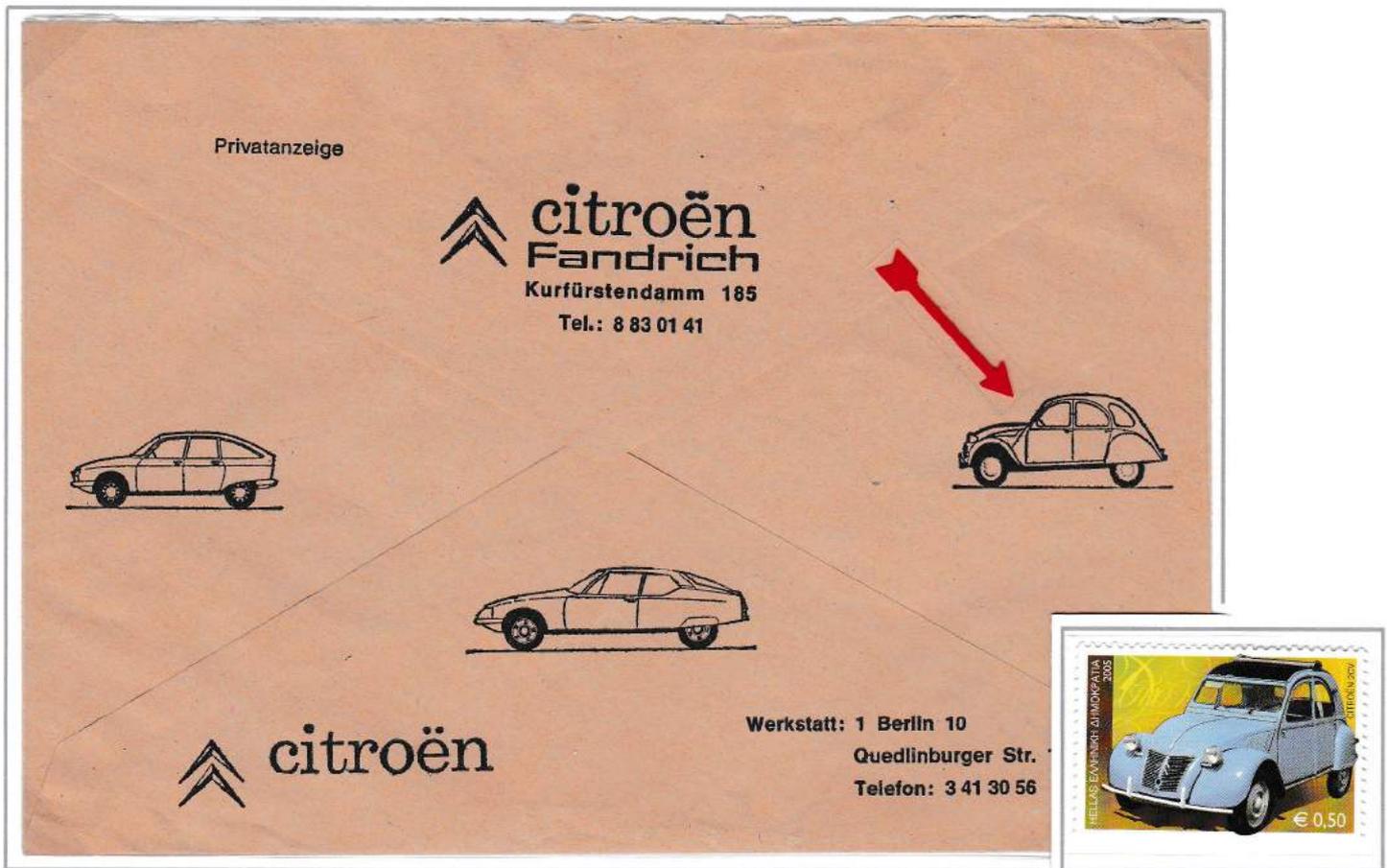
<<But ambulances are very old, aren't they?>>

<<Yes, the first Organization was *St John Ambulance*, born un United Kingdom which at the beginning used *two-wheeled carriages* to transport wounded people.

Red Cross, the most important Organization, during the First World War, used *horse carriages*.>>



Bayern (1914) - Postal Card with 5 pfennig



Germany (1956) - Free-frank cover from Postal Statement's Accounts

<<Well, at the end of the war, European economy is to its knees and automotive industry recovers very slowly. The cars produced are the economy ones like *Citroën 2CV*. This model was introduced in 1948 and manufactured by Citroën from 1948 till now.>>

<<Still today, that car is well appreciated by young people and it was one of the symbols of hippy movement during the past decade.>> I add.

<<From 1956, French industry Renault produced the model *4CV* and a luxury model *4PK*. In 1961, against the success of *2CV* model, Renault manufactured the model *R4* which still has a great success all over Europe.>>



8.0 THE POST-WAR PERIOD

8.1 The recovery

<< Then, this is the period of the *Italian economic miracle* (Italian: *il miracolo/ boom economico*)>> I add.

<<Yes, tanks to Italian people will, to low cost of Manpower, to exports and to the aid given by the *Marshall Plan* begins a period of sustained economic growth in Italy destroyed by the war. In that period begin the *great emigrations*. >>

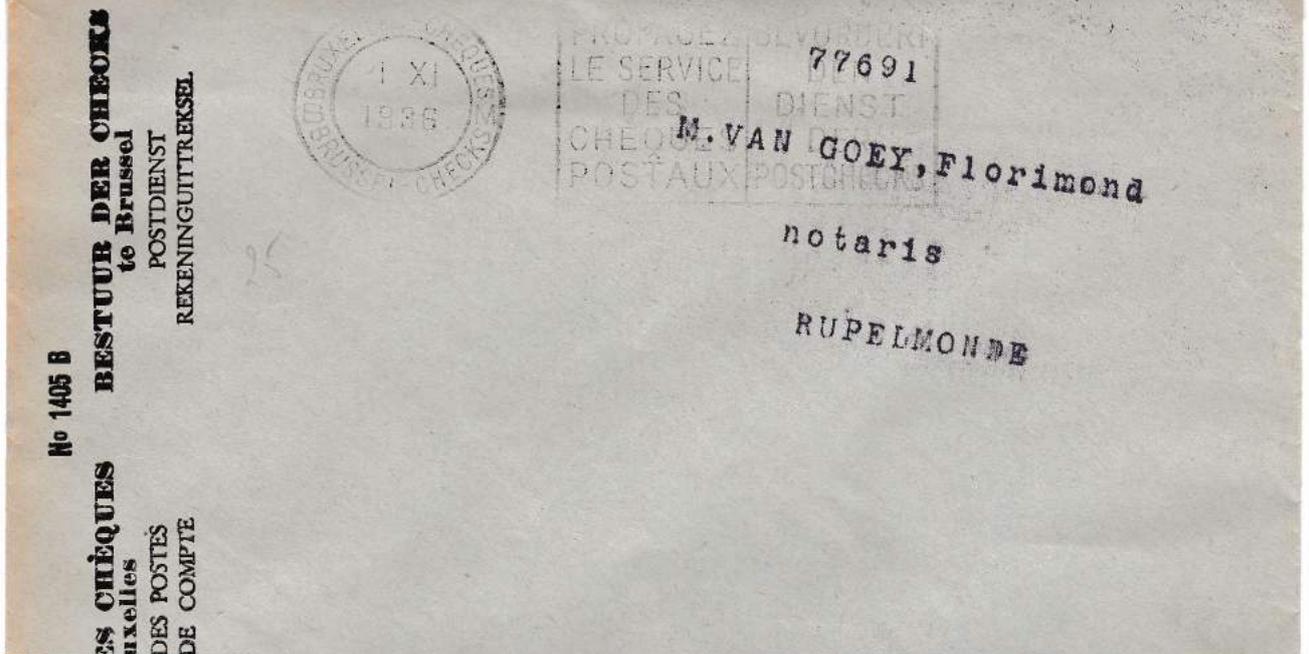


<<From the South of Italy, a lot of people leave their home town to reach the big Northern Cities: Turin, *Milan*, Genoa ...



. Where big companies like FIAT, Breda, Pirelli, Olivetti, Falck, etc. need manpower.>>

<<But what does it have to do with car industry? I ask confused.

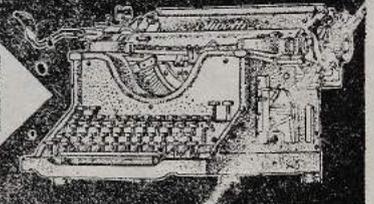


ECHANGEZ VOTRE VIEILLE MACHINE CONTRE

POUR 1937

OLIVETTI

OFFRE SPECIALE • DEM. DOC. GRAT. N° P 1
35, RUE DE L'ECUYER 35, BRUXELLES



<<It does, it does: families with steady paycheque substituted *iceboxes* with *refrigerators* and *television sets* substituted *radios*.>>

Imperforated



<<Salaries increased and, as consequence, the number of circulating cars increased either.

In particular, **FIAT** cars: models 600 and 500 between 1955 and 1957.>>

Kingdom of Italy (1921) Letter card (BLP) with advertisement FIAT on back



<<Ah, here is **FIAT 600** with suicide doors . . . And the mythical **FIAT 500**! We call it "Cinquino" a dream for our generation.>>
I exclaim surprised seeing this small car . . .

A particular FIAT 600 (Jolly) type in this colour essay



FIAT 500 with new doors to wind



Imperfect colours (e)

8.0 THE POST-WAR PERIOD

8.1 The recovery



<<In that period, changes the way to go on holiday. More and more often, cars pull a small home: *the Caravan.* >>



<<Caravans were always used: westward movement began with **wagon trains**, circus workers lived in well **furnished caravans** and **moving populations** too.>>



Wagon train



Circus



Moving populations



<<Modern Caravan is the a different way to spend free time.>>



Letter Prices Within Australia

STANDARD LETTERS		
Standard letters are up to 240 x 130 x 5mm		
Maximum weight	Price	
250 grams	50c	

LARGE LETTERS		
Large letters are up to 360 x 260 x 20mm		
Maximum weight (grams)	Price	
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250	\$1.45	
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To estimate weight, one A4 page is approximately 5 grams

9 312650 352608

\$5.00
SELF-ADHESIVE STAMPS 10 x 50c

Australia (2007) - Booklet with 10 stamps single rate



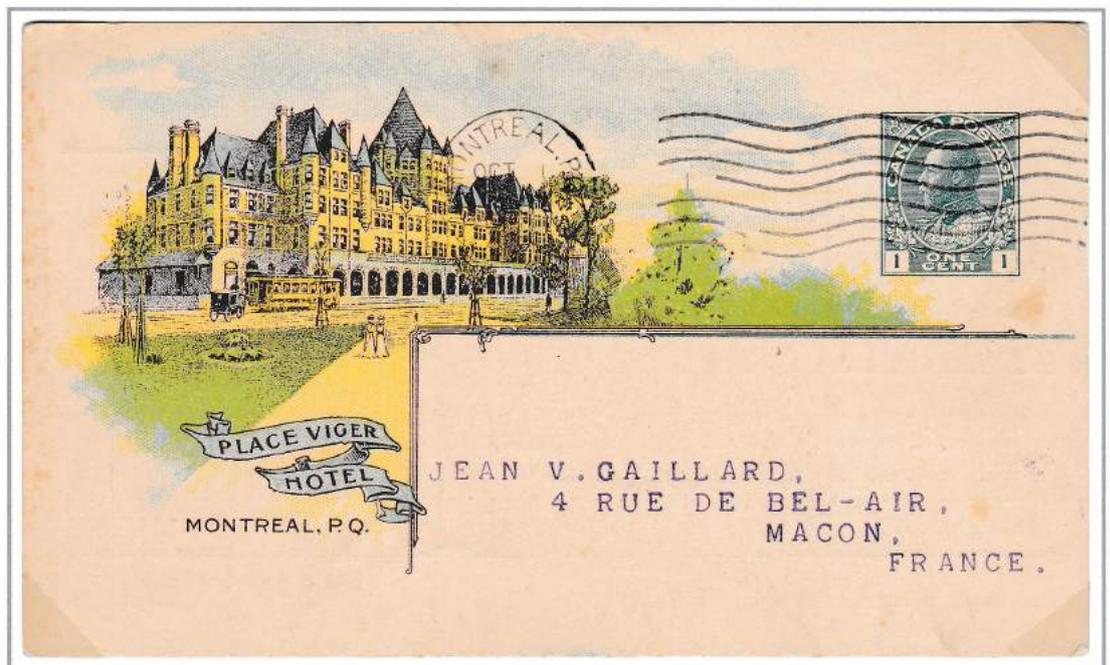
France (1936) - Free-frank cover from Postal Statement's Accounts



<<Caravans are usually parked in grounds of organized camping sites. This new way to spend holidays allows living in nature, spending time on hobbies and save money spending less than in hotels.>>



September 28th, 1917
Railway Postal Card
issued by
Canadian Pacific
Railway Company



8.0 THE POST-WAR PERIOD

8.2 The modern car

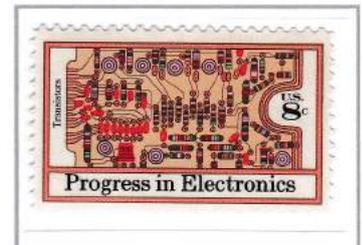
<<In this period, new technologies are developed: for example first *disc brakes* that demonstrated their superiority at the *Le Mans auto race in 1953.*>>

<<Then these technologies are used on common cars>>
I annotate.

<< Right. The first mass production use of the modern disc brake was in 1955, on the *Citroën DS.*>>



<<From car races come also the *first electronic* components used on production cars like Electronic ignition studied and produced as first by *Siemens.*>>



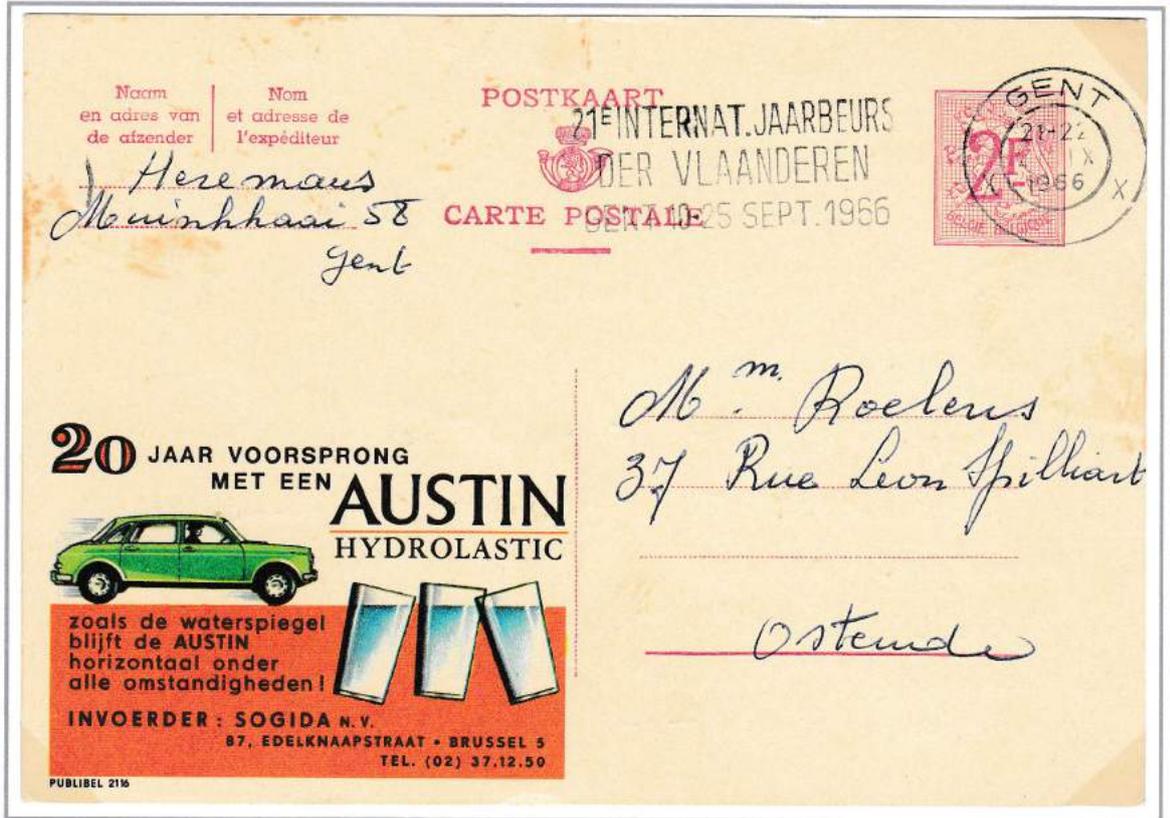
Siemens 150th birth anniversary



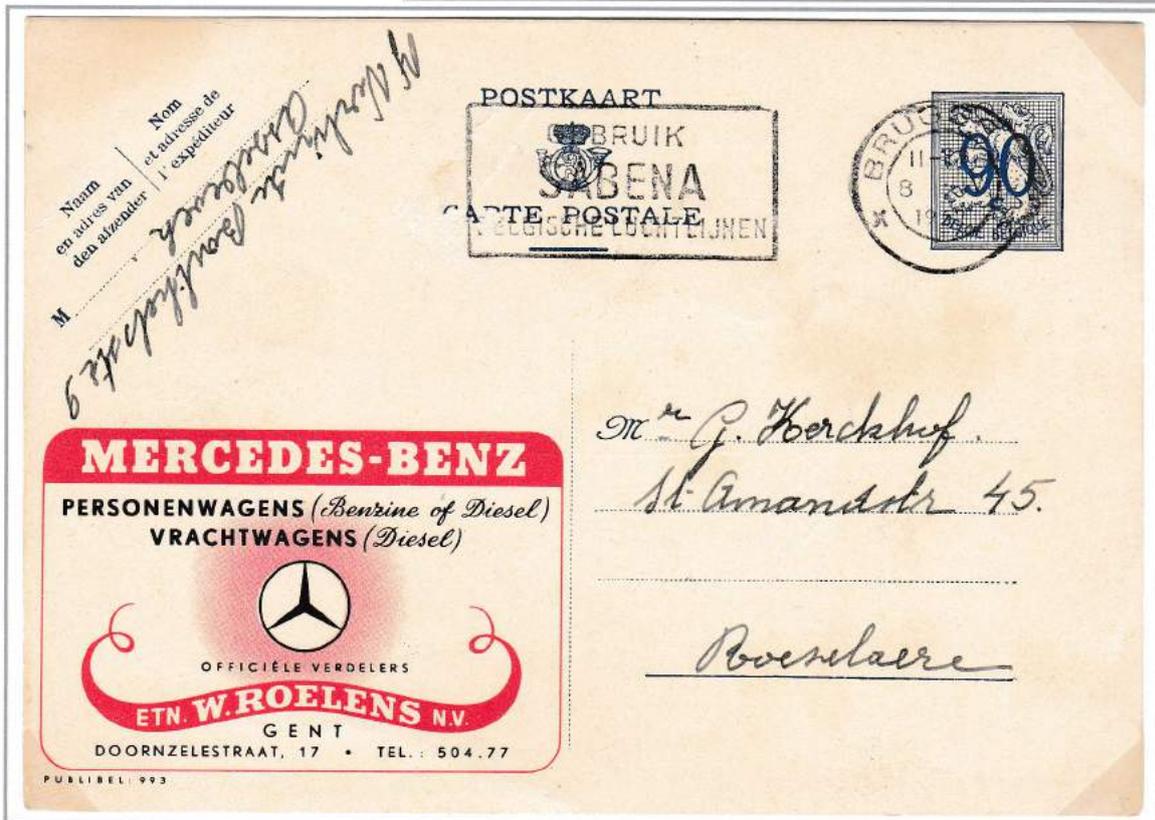
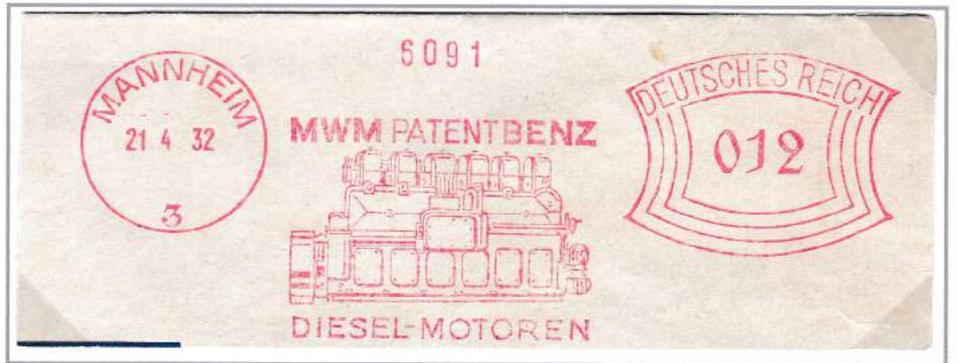
Siemens 100th death anniversary



Germany (1925) - Franked cover with perforated stamp Siemens (perfin)



<<Front-wheel drive was popularized by the Austin Motor Company Limited with its Mini model and many car Companies copied this drive. Rear-wheel drive is still used by BMW and Mercedes. Mercedes produces Diesel engine for industry purpose from early '30th and develops lighter and more elastic engines or production cars. This engine helps reducing fuel consumption and saving money. Any question?>>
 <<No, tank. It's all

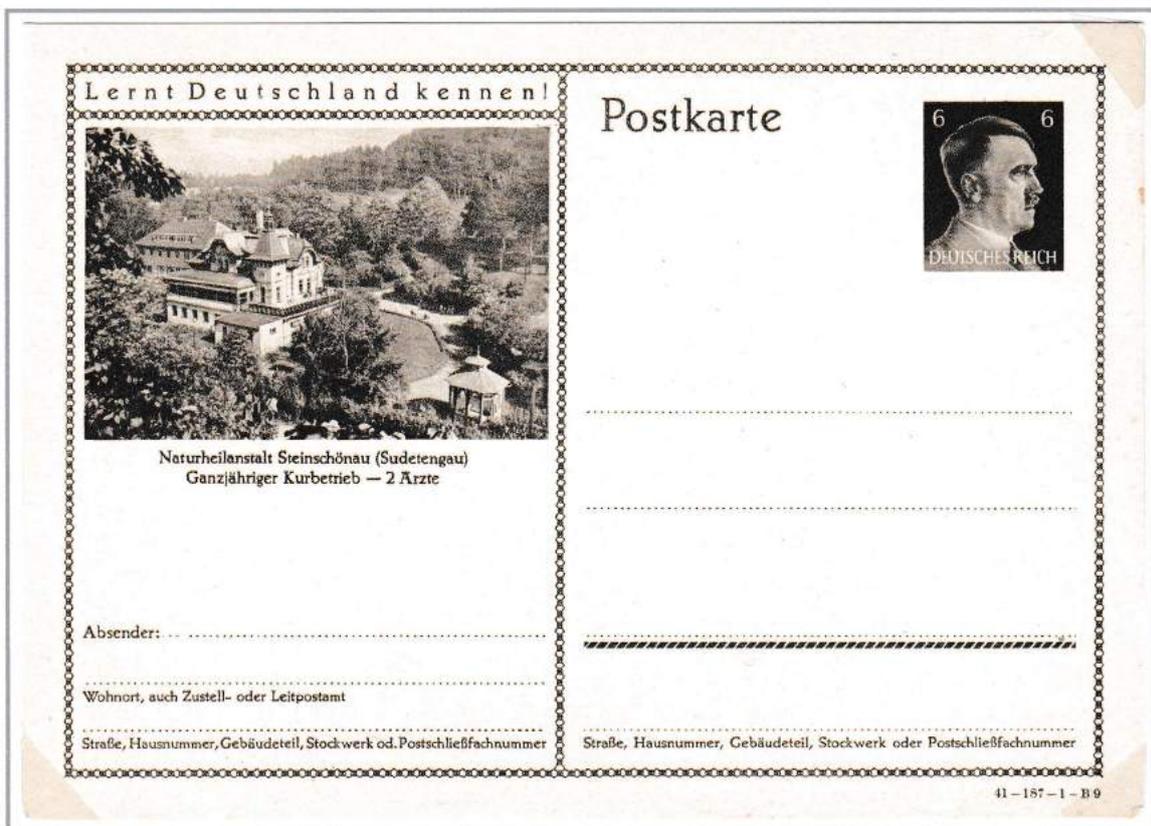


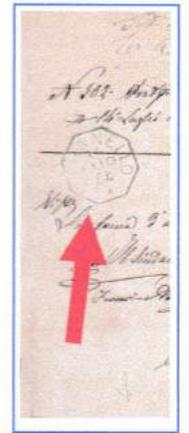


Prancing horse : Porsche and Stuttgart City emblem

Stuttgart (Kingdom of Württemberg) 1899 - Private mail

<<Then, at the end of the Second World War great car big Brands restart their production, do they?>> I ask.
 <<Yes, they do. And in addition, at the begin of the '50th, in *Stuttgart*, *Porsche AG* build new factories. The German manufacture is well known, but we mast also know that Ferdinand Porsche was born in Liberec, a city in the Czech Republic in *Sudeten Mountains* annexed to Germany during *Hitler dictatorship*.>>





Kingdom of Italy (1885)
 Folded cover from
 Modena to Maranello.
 Octagonal cancellation
 of Maranello with
 numeral cancellation of
 Modena

<<The story of Porsche is similar to this of Enzo Ferrari. If I do well remind, at the end of '30th, in **Modena**, Mr. Ferrari founded the motor industry having the same name. In 1943, he moved it to **Maranello**. From then on, the construction of the **Model 125 S** begins its great adventure. In 1950, was created the first World Championship, the **Formula One World Drivers' Championship**, and from 1958, for the House of Maranello successes followed each other. And I am sure that they will come in future too.>>

<<For the past, ok . . . For the future who knows?>>



March 26, 2001 - Insured letter single rate

<<As car selling increases, new small Craft enterprises are born like *automobile repair shop* and *auto mechanics*. >>



Kingdom of Italy (1921)
Busta Lettera Postale (BLP) with 25 cent

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<<There are also small *garages* which offer auto body *repair* and sell car spare parts.>>



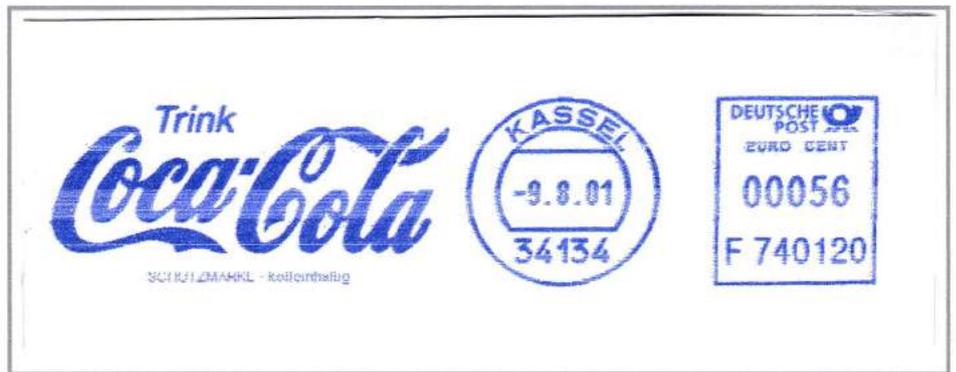


Bayern (1906) – Postal Card with 5 pfennig

<<Well, what about a *cup of coffee* before going on with our visit? *Outside* there is a *bar*.>>



<<Yes, please, but I would like a **Coca Cola**.>>
And, over our drinks, we go on talking.



<<Tell me: do you like **sports**?>>
<<Yes, in general I like every but those I prefer are **water polo, athletics and any kind of car races**.>>
<<Well then we must immediately visit next rooms.>>



<<Shall we go back in the *Museum*?>>
<<Sure!>>



Kingdom of Italy (1937) – Air mail cover from Naples to Germany franked with 2000th anniversary Orazio stamps

<<Since ever, man competed.>>

<<Well, even Horace, who usually spoke about other subjects, in its first Satire talks about a chariot race: "...the charioteer drives close upon the heels of steeds..." (note: text copied by A rhythmical translation of the first book of the Satires of Horace, by R.M. Millington.)>> <<Well done, guy! We couldn't have avoided car races!!>>

<<The idea for the Peking to Paris motor race came from a challenge published in the Paris newspaper Le Matin on 31 January 1907.

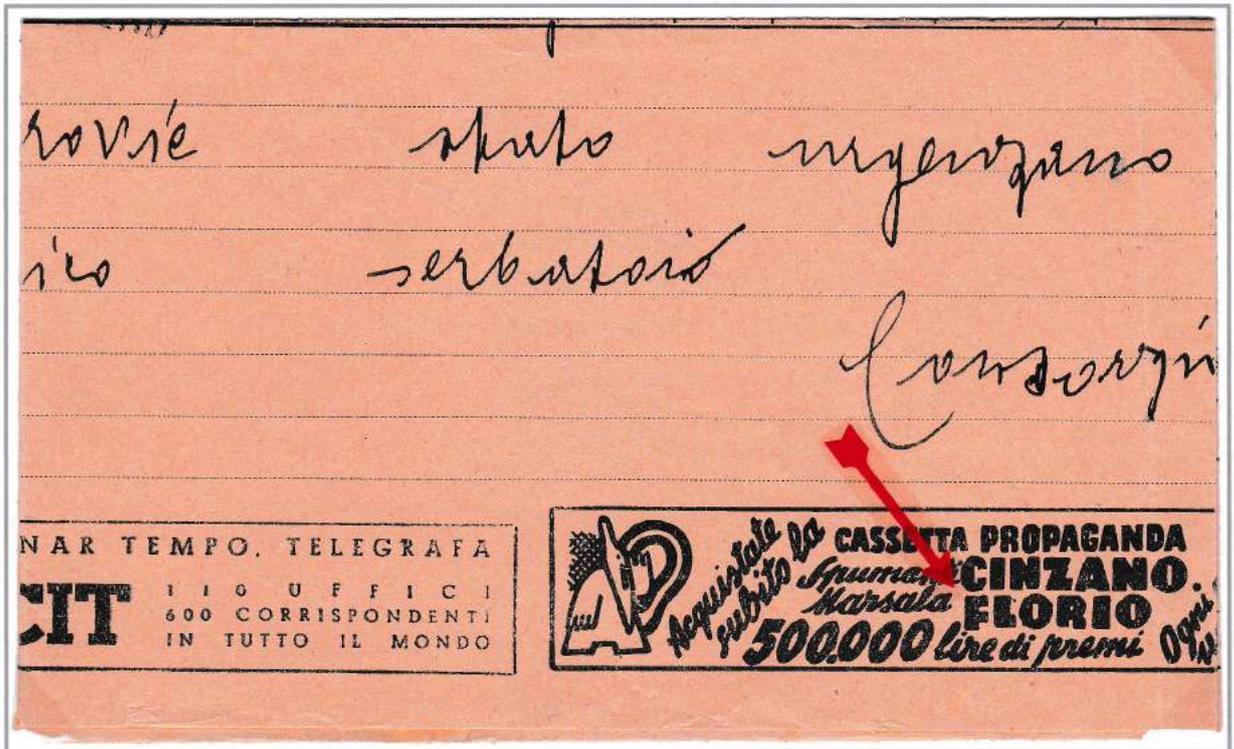
There were 41 entrants in the race, but only five teams ended up going ahead with shipping the cars to Peking.

In This endurance automobile race covered the distance of 16.000 km.

The winner was Itala, a 7 litre engine Italian car, driven by Prince Scipione Borghese>>

Kingdom of Italy (1921) Letter card with advertisement Itala on

<<Again in 1906, Vincenzo Florio, descendant of the family producer of *Marsala Wine*, plotted the route of *Targa Florio race*. It was an open road endurance automobile race held in the mountains of Sicily near Palermo (Madonie)>>



Kingdom of Italy (1936) - Telegram with advertisement Florio

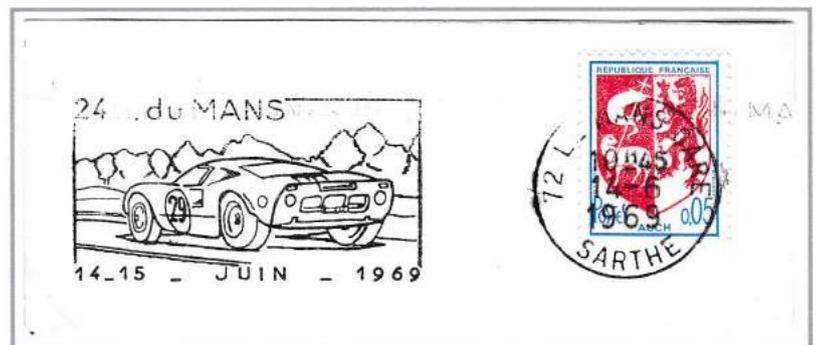
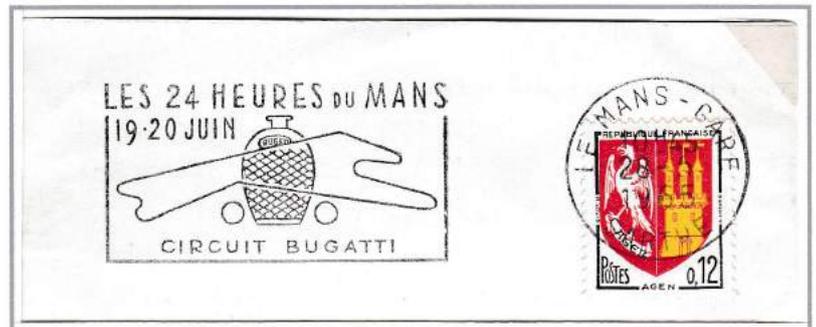


« Mesdames et Messieurs il est 15,50 de samedi 26 mai 1923, en quelques minutes il partira ... »

<<But this is a French sentence!!>> I say astonished.

<<Yes! It introduces the first race held on 26 and 27 May 1923 and called *24 Hours of Le Mans*.>>

<<The race begins on Saturday at 15,00 and ends on Sunday at the same hour. Two or three drivers compose the team and they alternate driving the car. The most famous cars of this race were *Matra Simca*, *Porsche* and in particular *250 GTO* and *250 LM Ferrari* (LM means Le Mans). >>



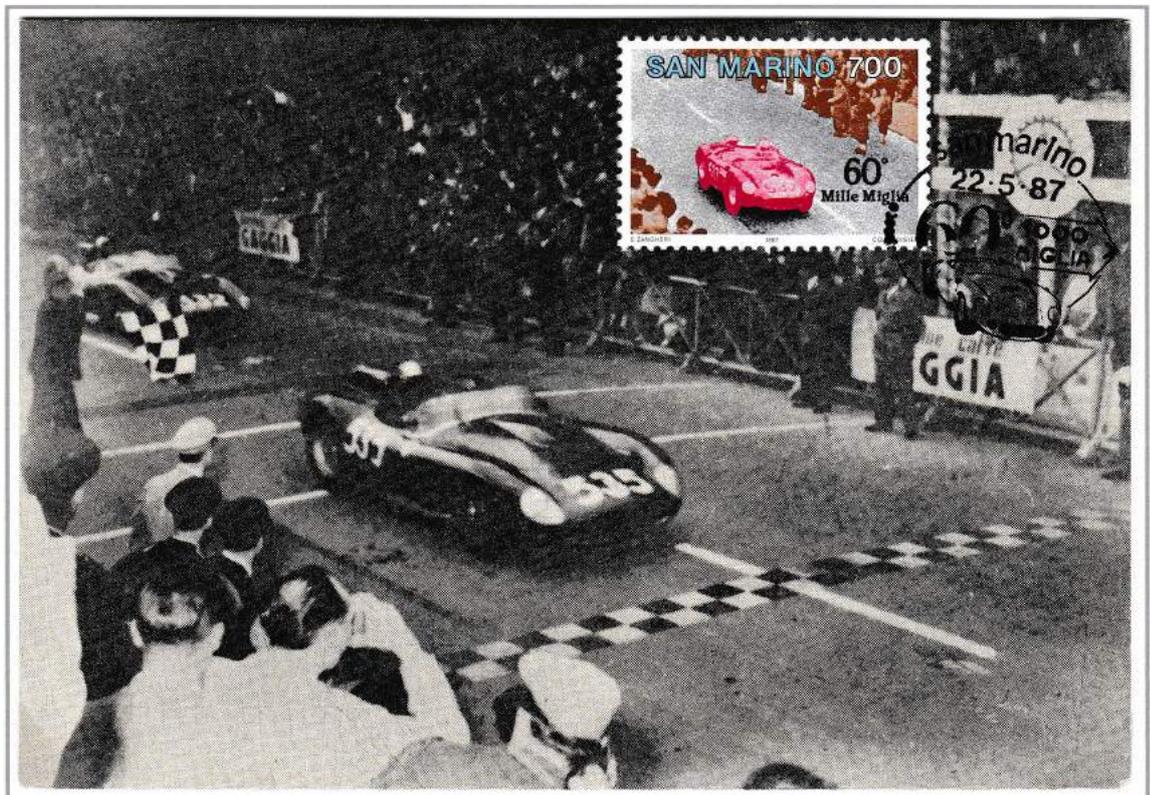
On cancelled back of Ferrari 250 LM

Matra and Porsche on this cardstock colour proof

Italy (1953) – Registered letter from Milan to New York. Multi franked cover bearing stamps issued for the 20th anniversary of “Mille Miglia” – Single rate



<<This race reminds me my youth. The Mille Miglia (Thousand Miles) was an open-road endurance race (Brescia-Rome round trip to cover 1,600 km.) which took place in Italy twenty-four times from 1927 to 1957>>
 <<Then it was run crossing the Second World War>>
 <<Yes, thirteen times before the war, eleven from 1947. Later, the race was banned after two fatal crashes>>



1957 – Piero Taruffi winner on Ferrari 315S in the last “Mille Miglia” edition

<<The best known race is "Rallye Automobile Monte Carlo" created, in 1911, by *Antony Noghes*. competitors would set off from all four corners of Europe and 'rally', in other words, meet, in Monaco.>>

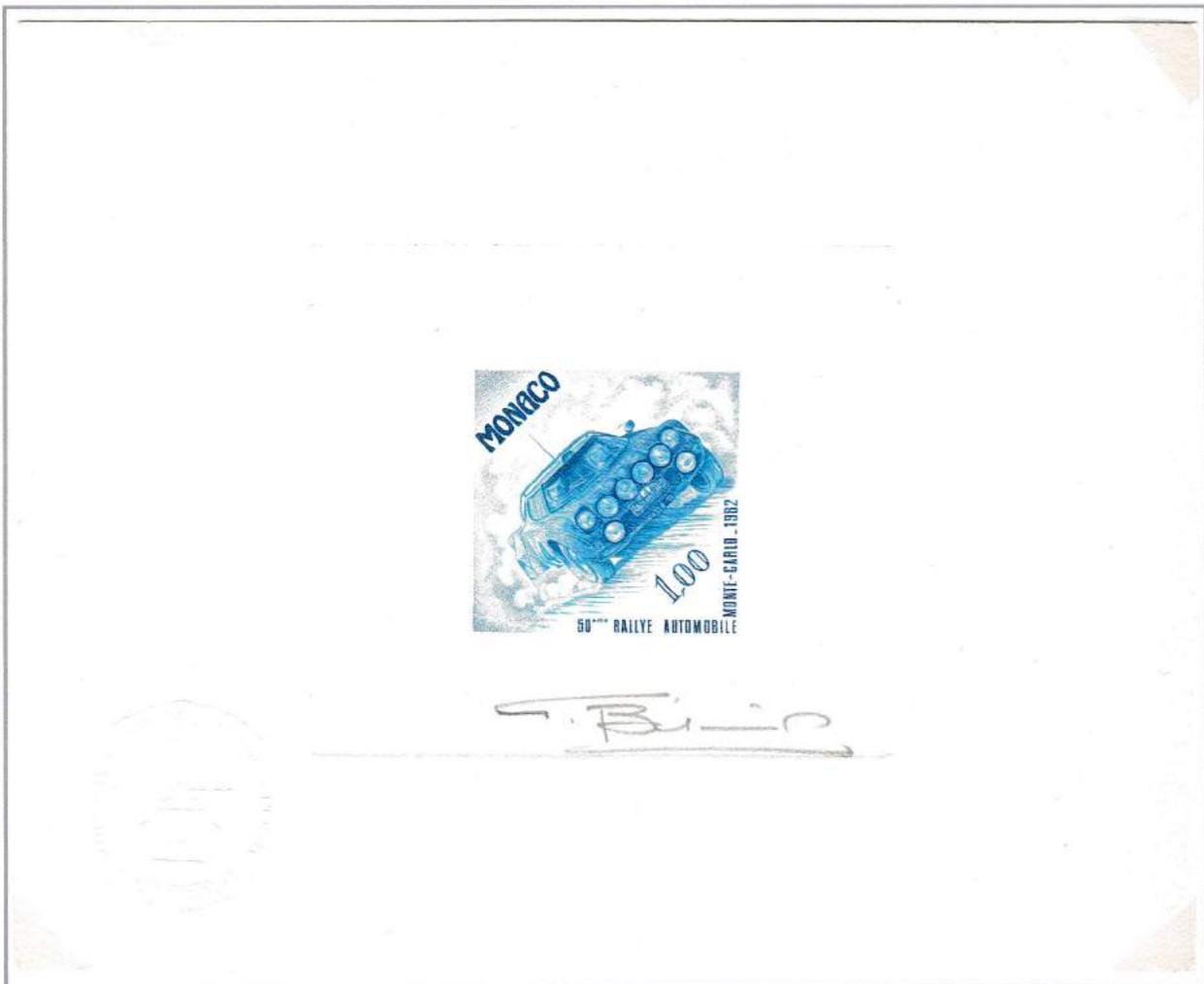


Colour essaies

<<Monaco's winner has a great commercial success like some cars produced in '60s: *Mini*, or models like *Fulvia* and *Stratos* produced by *Lancia*.>>



UNDER: Monte Carlo (1982) - Signed artist proof on blue



<<We are at Formula 1 sector, aren't we?>> I say fascinated by '50th cars.

<<Yes, we are. Formula One (also Formula 1 or F1) is the highest class of single-seat auto racing. The inaugural season was in 1950. At the beginning, the title was given to the best driver while, since 1958, it was given to constructors too. >>



<<The 1950 Formula One season included Monaco Grand Prix on May 21st, 1950. Monte Carlo is the most famous street circuit laid out on the city streets of and one of the most prestigious.>>

Monaco May 19, 1950 - Letter cancelled on day test of the Monaco's first Grand Prix

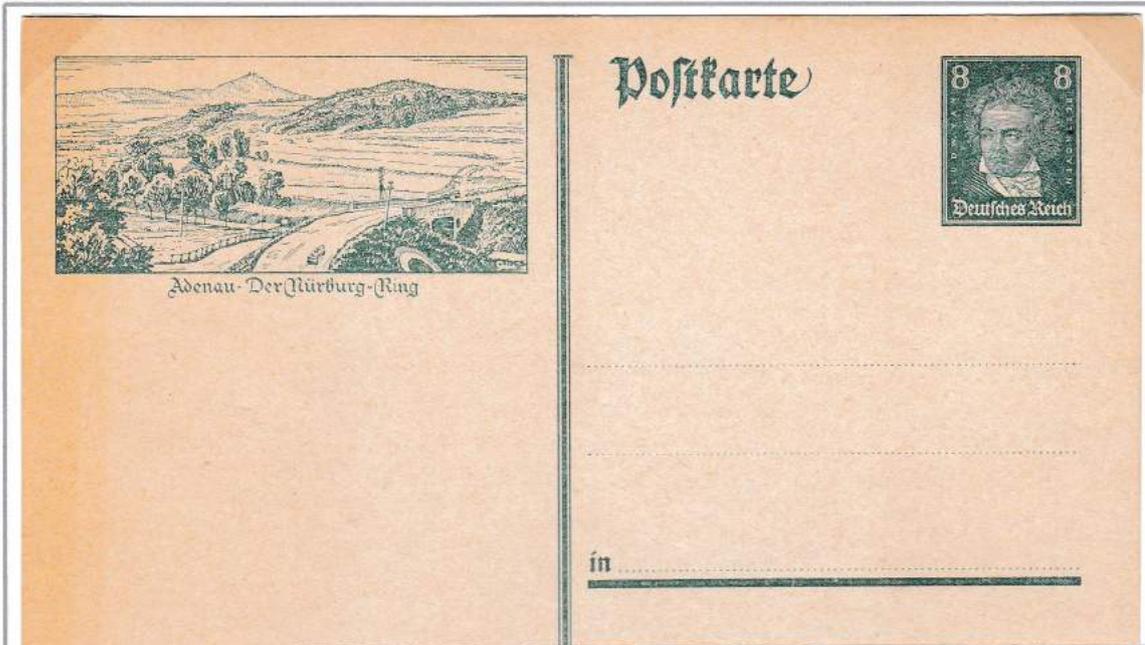
<<The original Circuit was 3,18 km long, while nowadays its length amounts to 3,31 km>>



Colour essaies



Final issue



<<We can also remind *Nurburgring* Circuit among Rhineland's hills.>>



Mercedes and Auto Union on Nurburgring



Italy August 15, 1948 - Cover on postal rate STAMPE

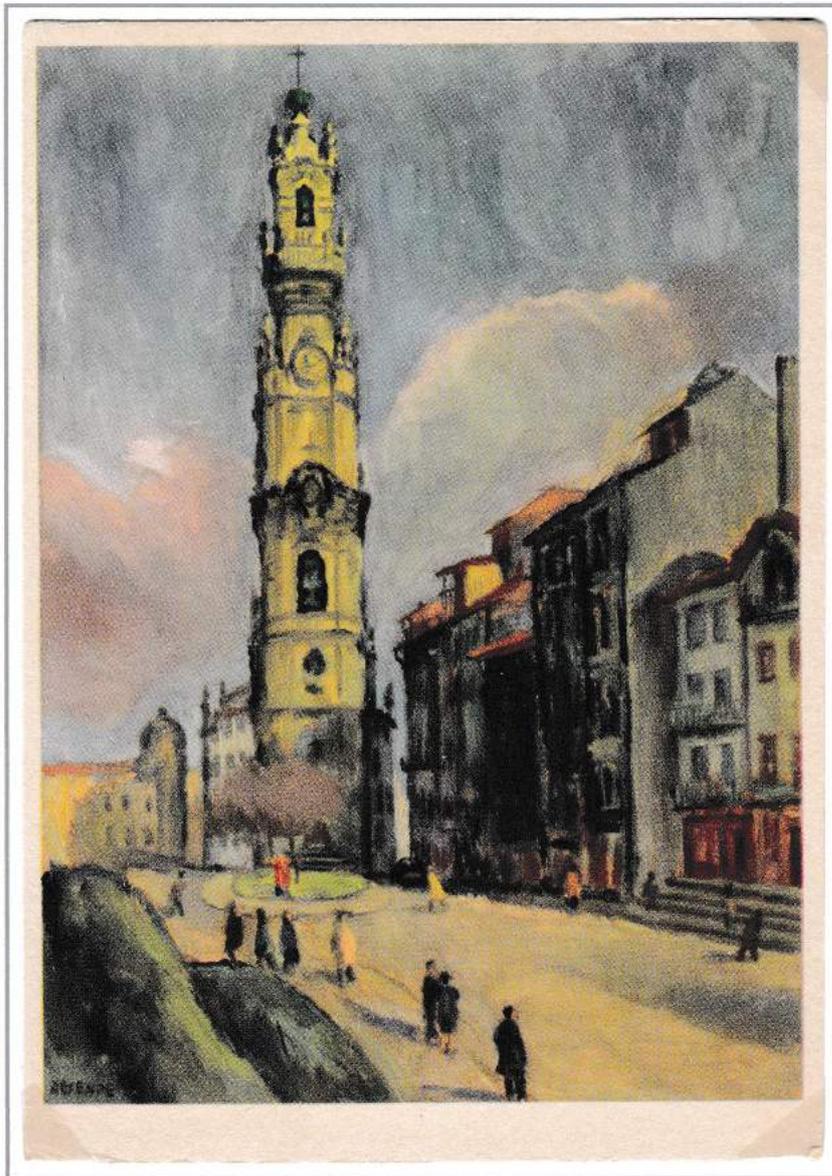
<<Wanted by the two main car manufacturers, *Mercedes and Auto Union*, Nurburgring circuit was constructed in 1925. It is 23 km long and it is the longest of all.

Another circuit is *Circuito di Pescara* where, on 1957, running a Gran Prix of Formula One...



... Or the Moroccan Grand Prix held on 19 October 1958 for the first and last time.>>

<<Hey Guy, are you ok?>> the Old Man asks me like a father.
 <<Yes, I'm fine thank you>>
 <<Now, let's go to the first floor to see coming cars. You'll see...>>

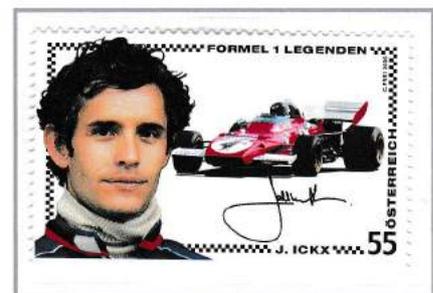


Portugal (1947) – Postal Card with 50 centavos

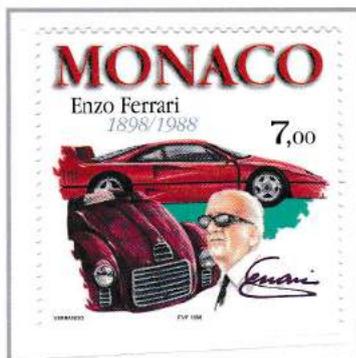
The Church bells weak me up and I understand I was dreaming.
I quickly roll out of bed leaving my magazine open on the bed.



On one page the report of *24 hours of Le Mans* won by Jackie Ickx (*).



On the other one a picture of *Niki Lauda* (*) with *Enzo Ferrari*. He has white hair, dark sunglasses . . . But those sunglasses, those hair . . . But then the Old Man who guided me through the Museum was . . .



(*) Jacky Ickx won Le Mans 24 hours in 1975 driving Gulf DR8 in couple with Derek Bell, the same year Niki Lauda wins Formula 1 World Championship driving a Ferrari [author's note]